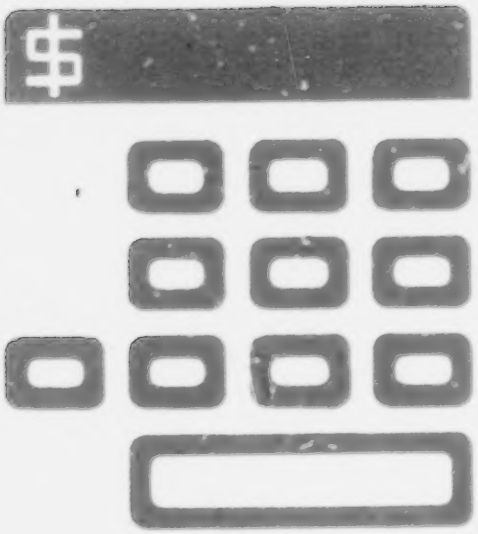
RC 87-A-50

1987
Census of Retail Trade

RC87-A-50

GEOGRAPHIC AREA SERIES

Wisconsin



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The overall planning and review of the census operations were performed by the staff of the Office of the Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division. **Bobby E. Russell**, Assistant Division Chief for Census Programs, was responsible for the overall planning, management, and coordination of the census of retail trade. Planning and implementation were under the direction of **Mark E. Wallace**, Chief, Retail Census Branch, with primary staff assistance by **Anne M. Sigda, M. Yvonne Wade, Charles F. Brady, Pamela J. Palmer**, and **Thomas G. Dassel**.

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If you have any questions concerning the statistics in this report, call (301) 763-7038.

1987
Census of Retail Trade

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GEOGRAPHIC AREA SERIES

Wisconsin

Issued August 1989

U.S. Department of Commerce
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Michael R. Darby, Under Secretary
for Economic Affairs

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INTRODUCTION

PURPOSE AND USES OF THE ECONOMIC CENSUSES

The economic censuses are the major source of facts about the structure and functioning of the Nation's economy. They provide essential information for government, business, industry, and the general public.

Economic censuses furnish an important part of the framework for such composite measures as the gross national product, input-output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions.

Policy-making agencies of the Federal Government use the data, especially in monitoring economic activity and providing assistance to business.

State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.

Trade associations study trends in their own and competing industries, and keep their members informed of market changes.

Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

AUTHORITY AND SCOPE

Title 13 of the United States Code (sections 131, 191, and 224) directs the Census Bureau to take the economic censuses every 5 years, covering years ending in 2 and 7. The 1987 Economic Censuses consist of the—

Census of Retail Trade
Census of Wholesale Trade
Census of Service Industries
Census of Transportation
Census of Manufactures
Census of Mineral Industries
Census of Construction Industries

Special programs also cover enterprise statistics and minority-owned and women-owned businesses. (The 1987 Census of Agriculture and 1987 Census of Governments are conducted separately.) The next economic censuses are scheduled to be taken in 1993 covering the year 1992.

AVAILABILITY OF THE DATA

The results of each of the economic censuses are available in printed reports, for sale by the U.S. Government Printing Office, and on microfiche, computer tape, compact discs with read-only memory, and flexible diskettes, for sale by the Census Bureau. Order forms for all types of products are available on request from Customer Services, Census Bureau, Washington, DC 20233. A more complete description of publications being issued from this census is on the inside back cover of this document.

Census facts are also widely disseminated by trade associations, business journals, and newspapers. Volumes containing census statistics are available in most major public and college libraries. Finally, State Data Centers in every State and Business and Industry Data Centers in many States also supply economic census statistics.

WHAT'S NEW IN 1987

Several changes have taken place for the 1987 censuses. Data will be reported on the basis of the newly revised Standard Industrial Classification (SIC) system with selected reports including "bridge tables," linking the old and new classification systems. A new set of metropolitan areas has been adopted, and more detailed information will be available for businesses with no paid employees. For additional information on these changes, review the subsequent text.

HISTORICAL INFORMATION

The economic censuses have been taken together as an integrated program at 5-year intervals since 1967, and before that for 1963, 1958, and 1954. Prior to that time, the individual censuses were taken separately at varying intervals.

The economic censuses trace their beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for 1840 and subsequent censuses to include mining and some commercial

activities. In 1902, Congress established a permanent Census Bureau and directed that a census of manufactures be taken every 5 years. The 1905 manufactures census was the first time a census was taken apart from the regular every-10-year population census.

The first census of business was taken in 1930, covering 1929. Initially it covered retail and wholesale trade, and construction industries, but it was broadened in 1933 to include some of the service trades.

The 1954 economic censuses were the first to be fully integrated—providing comparable census data across economic sectors, using consistent time periods, concepts, definitions, classifications, and reporting units. These were the first censuses to be taken by mail, using lists of firms provided by the administrative records of other federal agencies. Since 1963, administrative records have also been used to provide basic statistics as well for very small firms, reducing or eliminating the need to send them census questionnaires. The Enterprise Statistics Program, which publishes combined data from the economic censuses, was made possible with the implementation of the integrated census program in 1954.

The range of industries covered in the economic censuses has continued to expand. The Census of Construction Industries began on a regular basis in 1967, and the scope of service industries was broadened in 1967, 1977, and 1987. The Census of Transportation began in 1963 as a set of surveys covering travel, transportation of commodities, and trucks. New for 1987 are publications reporting on business establishments engaged in several transportation industries, paralleling the data on establishments in other sectors. This is part of a gradual expansion in coverage of industries previously subjected to government regulation. The Survey of Minority-Owned Business Enterprises was first conducted as a special project in 1969 and was incorporated into the economic censuses in 1972 along with the Survey of Women-Owned Businesses.

Economic censuses have also been taken in Puerto Rico since 1909, in the Virgin Islands and Guam since 1958, and in the Northern Mariana Islands since 1982.

Statistical reports from the 1982 and earlier censuses provide historical figures for the study of long-term time series, and are available in some large libraries. All of the census data published since 1967 are still available for sale on microfiche from the Census Bureau.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

While the censuses provide complete enumerations every 5 years, there are many needs for more frequent data as well. The Census Bureau conducts a number of monthly, quarterly, and annual surveys, the results of which appear in publication series such as *Current Business Reports* (retail and wholesale trade and service industries), the *Annual Survey of Manufactures*, *Current Industrial Reports*, and the *Quarterly Financial Report*. Most of these surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the censuses. The *County Business Patterns* program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for each of the economic censuses and related surveys is published in the *Guide to the 1987 Economic Censuses and Related Statistics*. More information on the methodology, procedures, and history of the censuses will be published in the *History of the 1987 Economic Censuses*. Contact Customer Services for information on availability.

CENSUS OF RETAIL TRADE

The 1987 Census of Retail Trade, part of the 1987 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.[1] It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. The census excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. Data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government are not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to retail establishments within the same organization. Data for auxiliaries are presented in a subsequent report issued as part of the 1987 Enterprise Statistics reports.

For the 1987 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Census Bureau by mail. For most very small firms, including those with no paid employees, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the

[1]Standard Industrial Classification Manual: 1987. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Stock No. 041-001-00314-2.

number of establishments in a kind-of-business classification is not considered a disclosure, so this information may be released even though other information is withheld.

GEOGRAPHIC AREAS COVERED

This report series presents data for the following areas:

1. The United States as a whole.
2. Each State and the District of Columbia.
3. Each consolidated metropolitan statistical area (CMSA) and primary metropolitan statistical area (PMSA) defined by the Office of Management and Budget as of June 30, 1987. A CMSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous PMSA's which have a population of at least 1,000,000[2] and which meet specific criteria of urban character and of social and economic integration.
4. Each metropolitan statistical area (MSA) defined by the Office of Management and Budget as of June 30, 1987. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants.[2] Each MSA consists of one or more counties meeting standards of metropolitan character; in New England, cities and towns rather than counties are the component geographic units.
5. The area within the State outside metropolitan statistical areas.
6. Each county or county equivalent.[3,4]
7. Each municipality of 2,500 inhabitants or more incorporated as a city, borough, village, or town.[2,3] For the economic censuses, census areas and boroughs in Alaska, boroughs in New York, and towns in New York and Wisconsin are not included in this category.
8. Special economic urban areas (SEUA's), which include townships in New Jersey and Pennsylvania and towns in New England with 10,000 inhabitants or more.[2]

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars, i.e., 1987 data are expressed in 1987 dollars and 1982 data in 1982 dollars. Consequently, when making comparisons to prior years, users of the data should consider the inflation that has occurred.

[2]According to 1980 Census of Population or subsequent special census.

[3]Those defined as of January 1, 1987.

[4]See appendix F for Alaska, Louisiana, Maryland, Missouri, Montana, Nevada, Virginia, and District of Columbia county equivalents.

RELIABILITY OF DATA

All data compiled in this report originated from either census questionnaires or administrative records of other Federal agencies and, therefore, are not subject to sampling errors. However, the data are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, and estimation for missing or misreported data.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Bureau of the Census obtains on computer tape limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication. For an indication of the extent that data included in these reports were obtained from the administrative records of other Federal agencies and from estimation, rather than reports directly from respondents, see appendix E. Also, see appendix A for a more detailed explanation of census coverage and methodology.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1987 Census of Retail Trade may be obtained, depending on availability of time and personnel, on diskette, computer tape, or in tabular form. The data will be in summary form and subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief, Business Division, Bureau of the Census, Washington, DC 20233.

To discuss a special tabulation before submitting specifications, call 301-763-5282.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

- Represents zero.

(D)	Withheld to avoid disclosing data for individual companies; data are included in broader kind-of-business totals.
(IC)	Independent city.
(NA)	Not available.
(NC)	Not comparable.
(X)	Not applicable.

CMSA	Consolidated Metropolitan Statistical Area.
MSA	Metropolitan Statistical Area.
n.e.c.	Not elsewhere classified.
PMSA	Primary Metropolitan Statistical Area.
pt.	Part.
r	Revised.
SIC	Standard Industrial Classification.

Users' Guide for Locating Statistics in This Report by Table Number

Information shown in tables	Table										
	1	2	3	4	5	6	7	8	9	10	11
GEOGRAPHIC AREAS											
The State	X	X	X	X							
CMSA's and MSA's in the State								X			
PMSA's in the State								X			
Area of the State not in any CMSA, PMSA, or MSA									X		
Counties in the State					X		[1]X				X
Places in the State					[2]X	[1]X				[2]X	
DATA ITEMS[3]											
Establishments	X		[4]X	[4]X	X	X	X	X	X		
Sales	X		[4]X	[4]X	X	X	X	X	X		
Annual payroll	X		[4]X	[4]X	X	X	X	X	X		
First quarter payroll	X			[4]X	X	X	X	X	X		
Paid employees for pay period including March 12, 1987	X		[4]X	[4]X	X	X	X	X	X		
Unincorporated businesses	X				X	X	X	X	X		
Sales per establishment		X									
Sales per employee		X									
Payroll per employee		X									
Employees per establishment		X									
1982 to 1987 comparative statistics (establishments, sales, payroll, employees)			[4]X								
Summary statistics for industries having an SIC change between 1972 and 1987				[4]X							
Counties ranked by volume of 1987 sales											X
Places ranked by volume of 1987 sales										[2]X	

[1]Includes areas with 350 retail establishments or more.
[2]Includes places with 2,500 inhabitants or more, according to the 1980 Census of Population or subsequent special census.
[3]See Explanation of Terms, appendix A.
[4]Based on 1972 Standard Industrial Classification.

Users' Guide for Locating Statistics in the 1987 Census of Retail Trade Reports

Report and geographic area	Information shown in reports by kind of business or industry category										
	Number of establishments	Sales ($1,000)	Payroll ($1,000)	Number of employees	Selected ratios and rankings	Merchandise line sales	Sales size and employment size of establishments and firms	Concentration ratios of largest firms	Single units and multiunits	Legal form of organization	Selected topics
GEOGRAPHIC AREA SERIES											
United States	X	X	X	X	X						
State	X	X	X	X	X						
CMSA, PMSA, MSA	X	X	X	X							
County	X	X	X	X	X						
Place	X	X	X	X	X						
NONEMPLOYER STATISTICS SERIES											
United States	[1]X	[1]X									
State	X	X									
CMSA, PMSA, MSA	X	X									
County	X	X									
Place	X	X									
ESTABLISHMENT AND FIRM SIZE (INCLUDING LEGAL FORM OF ORGANIZATION)											
United States	X	X	X	X			X	X	X	X	
MEASURES OF VALUE PRODUCED, CAPITAL EXPENDITURES, DEPRECIABLE ASSETS, AND OPERATING EXPENSES											
United States		X	X							X	[2]X
MERCHANDISE LINE SALES											
United States	X	X				X					
State	[3]X	[3]X				[3]X					
CMSA, PMSA, MSA	[3]X	[3]X				[3]X					
MISCELLANEOUS SUBJECTS											
United States	X	X	X	X							[4]X
State	X	X	X	X							[4]X
CMSA, PMSA, MSA	X	X	X	X							[4]X
ZIP CODES											
United States	[5]X	[5]X									
State	[5]X	[5]X	[5]X	[5]X							
SPECIAL REPORT SERIES—SELECTED STATISTICS											
United States	[1]X	[1]X	X	X	X		[6]X				[1,7]X
State	[6]X	[6]X	X	X	X						[7,8]X
CMSA, MSA	[8]X	[8]X	X	X	X						[8,9]X

[1]Includes data for all establishments, establishments with payroll, and establishments without payroll, by kind of business.

[2]Includes value produced, capital expenditures, depreciable assets, and selected operating expenses detail.

[3]Data available in printed form only for the United States. Data for other areas are available only on microfiche and computerized media.

[4]For United States, States, and MSA's, includes data on number of gasoline pumps and gallon sales of gasoline and other automotive fuels as well as establishments offering self-service sale of gasoline; on seating capacity and average cost per meal; and on the number of pharmacists, number of prescriptions filled, and percent of prescriptions paid for by third parties. For United States and States only, includes data on number of automotive service bays, number of automotive mechanics, types of food services, franchise holders, concession operators, contract feeding and automatic merchandising machine operators; and on the gallon sales of fuels, LP gas bulk storage capacity, and number of establishments selling bottled LP gas.

[5]Data available on public-use computer tapes and CD-ROM only.

[6]Data available by sales size of establishments without payroll only.

[7]Includes percent of retail sales in MSA's, in non-MSA areas, in central cities, and outside central cities within MSA's.

[8]Includes data for all establishments and establishments with payroll.

[9]Includes percent of retail sales inside and outside central cities within each individual MSA.

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Wisconsin

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Publication Program ..... inside back cover

SUMMARY OF FINDINGS

Data from the 1987 Census of Retail Trade show that Wisconsin's 32,164 retail stores with payroll had sales totaling $27.8 billion. In 1982, 31,968 stores had sales of $20.0 billion.

For establishments with payroll in 1987, sales of grocery stores accounted for 18.3 percent of the State's total sales by retailers compared to 21.1 percent in 1982. Other leading retail kinds of business in 1987 were new car dealers with 18.1 percent of sales, department stores (including leased departments) with 10.6 percent, gasoline service stations with 8.2 percent, and restaurants and lunchrooms with 4.9 percent.

For 1987, sales for establishments with payroll in the State averaged $864 thousand per establishment, compared to $626 thousand in 1982. In 1987, department stores (including leased departments) averaged $13.1 million per establishment; new car dealers, $6.6 million; catalog and mail-order houses, $5.3 million; other auto and home supply stores, $2.8 million; and grocery stores, $2.6 million.

For retail establishments with payroll, 1987 sales per employee averaged $75 thousand. New car dealers had sales per employee of $273 thousand, which contrasts sharply with the $19 thousand per employee average for restaurants and lunchrooms.

The 1987 payroll of retailers in the State amounted to $3.2 billion, compared to $2.4 billion for 1982. Payroll as a percent of sales of establishments with payroll averaged 11.5 percent for all retailers, 28.8 percent for restaurants and lunchrooms, and 6.1 percent for gasoline service stations.

There were 372,205 paid employees (full- and part-time) engaged in retail trade in the State as of mid-March 1987, compared to 318,000 employees in 1982. Restaurants and lunchrooms were the largest employers with 71,893 employees; followed by grocery stores, 48,767 employees; and refreshment places, 45,062.

Milwaukee County led the counties in the State, accounting for 21.0 percent of total sales by retailers. Milwaukee had the largest sales among all places in the State, with 10.7 percent of the State total.

Figure 1. **State Map**

WISCONSIN - Consolidated Metropolitan Statistical Areas, Primary Metropolitan Statistical Areas, Metropolitan Statistical Areas, Counties, and Selected Places

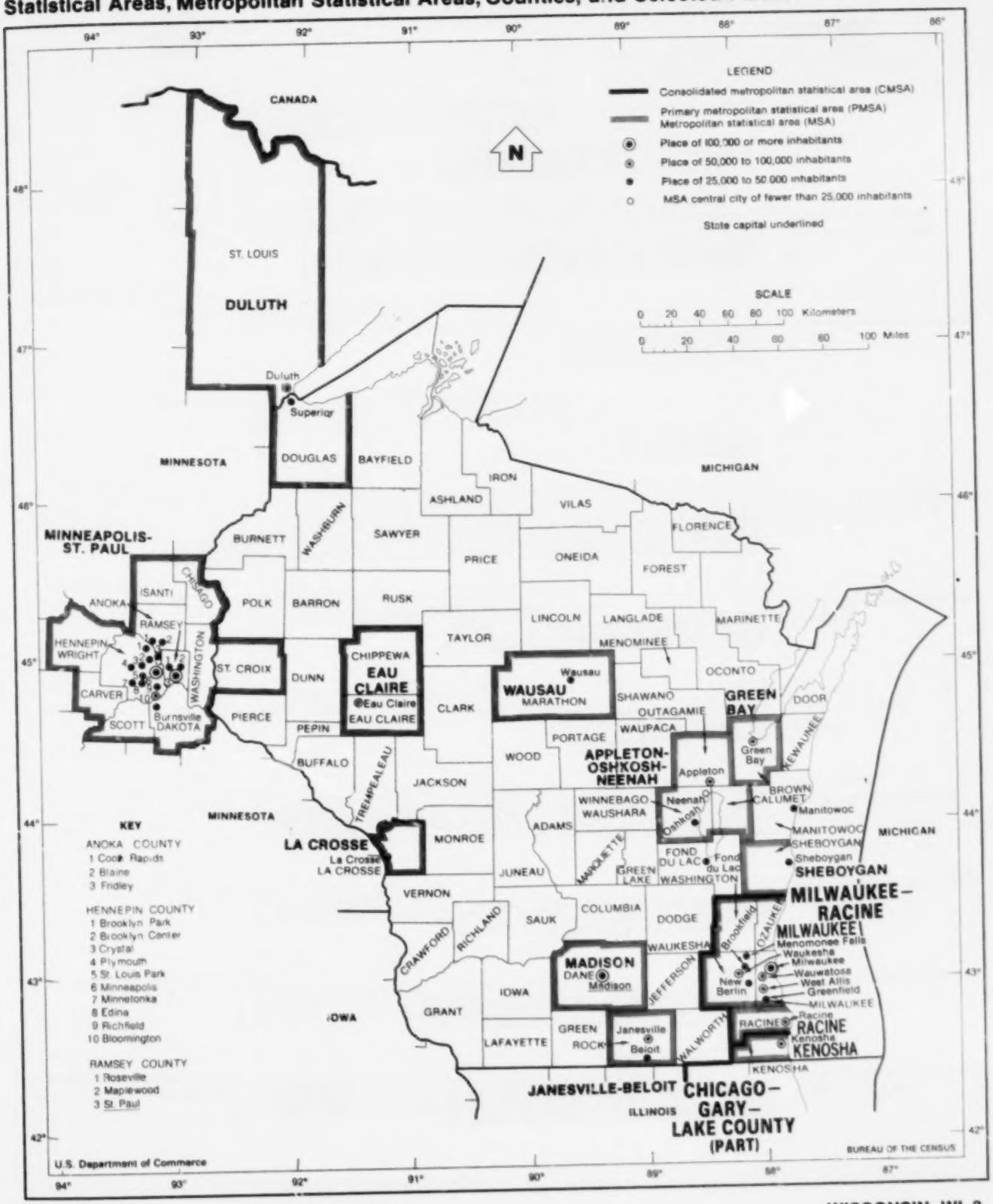
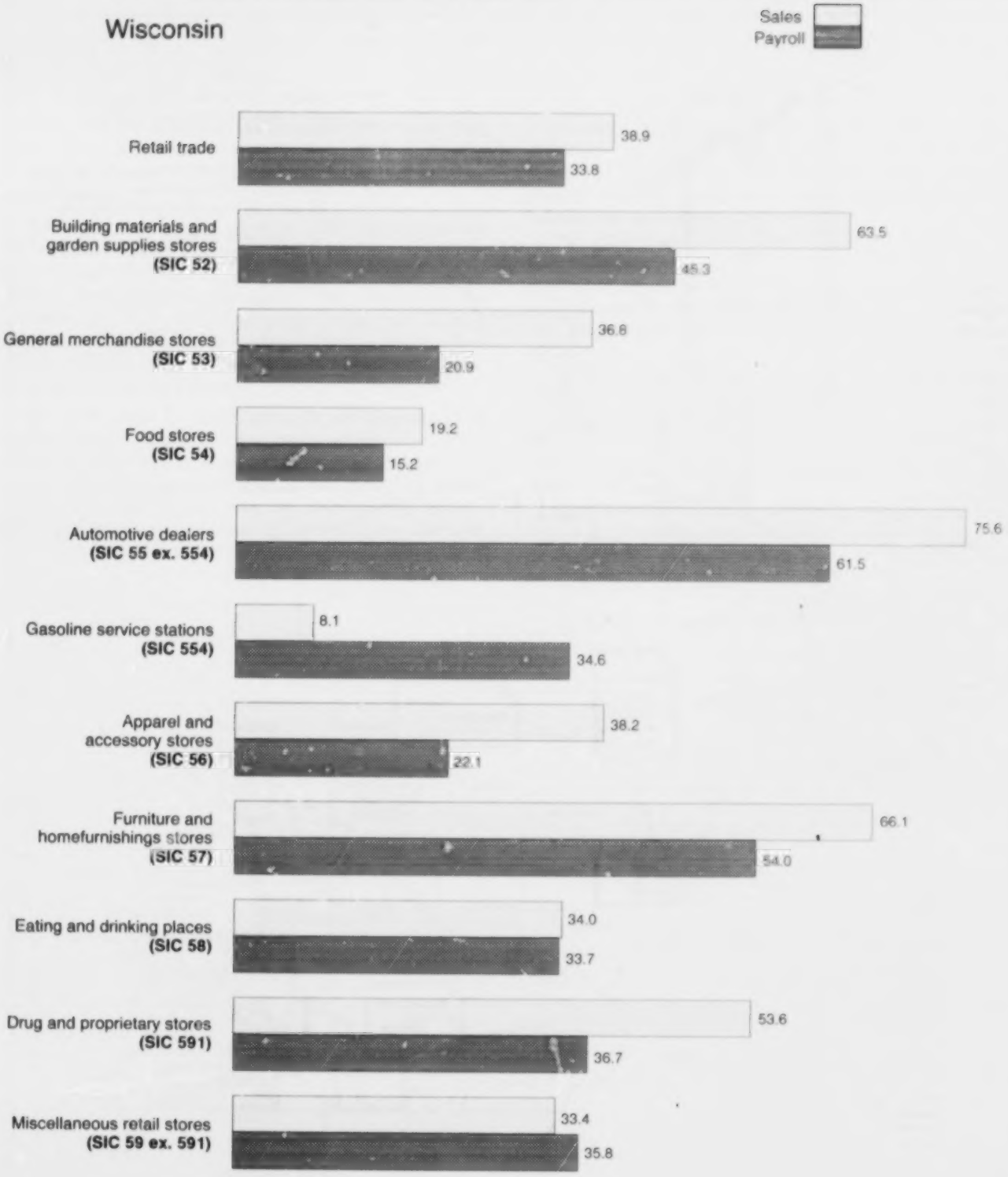
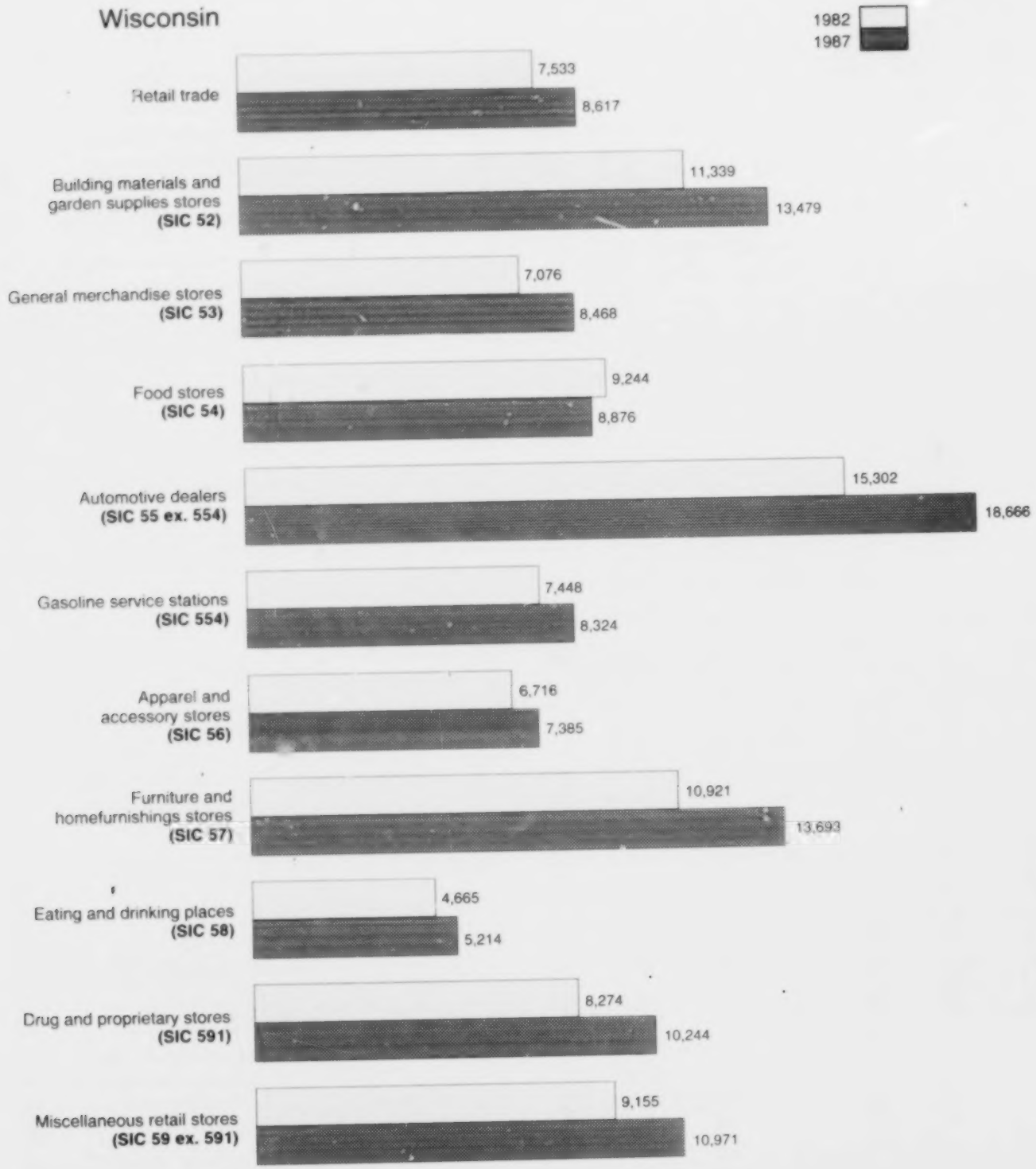


Figure 2. **Percent Change in Sales and Annual Payroll : 1982 to 1987**
(Includes only establishments with payroll)



Note: Data are based on 1972 Standard Industrial Classification.

Figure 3. **Annual Payroll Per Employee: 1987 and 1982**
(In dollars)



Note: Data are based on 1972 Standard Industrial Classification.

Table 1. Summary Statistics for the State: 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A.]

1987 SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	Retail trade	**32 164**	**27 802 534**	**3 206 355**	**740 235**	**372 205**	**11 469**	**2 025**
52	**Building materials and garden supplies stores**	**1 750**	**1 672 052**	**199 920**	**44 193**	**14 832**	**478**	**76**
521, 3	Building materials and supply stores	874	1 189 867	133 523	29 622	8 115	159	35
521	Lumber and other building materials dealers	672	1 108 267	121 459	26 780	7 248	98	27
523	Paint, glass, and wallpaper stores	202	81 600	12 064	2 842	867	61	8
525	Hardware stores	610	323 874	47 770	10 956	5 049	207	33
526	Retail nurseries, lawn and garden supply stores	201	100 536	13 363	2 710	1 342	98	7
527	Mobile home dealers	65	57 775	5 264	905	326	14	1
53	**General merchandise stores**	**730**	**3 421 825**	**349 769**	**82 121**	**41 305**	**162**	**27**
531	Department stores (incl. leased depts.)[1, 2]	225	2 947 337	(NA)	(NA)	(NA)	–	1
531	Department stores (excl. leased depts.)[1]	225	2 748 007	287 955	67 101	34 397	–	1
531 pt.	Conventional[1]	41	(D)	(D)	(D)	(D)	–	1
531 pt.	Discount or mass merchandising[1]	144	1 674 630	157 960	35 905	20 079	–	–
531 pt.	National chain[1]	40	(D)	(D)	(D)	(D)	–	–
533	Variety stores	235	122 667	18 218	4 543	2 639	67	8
539	Miscellaneous general merchandise stores	270	551 151	43 596	10 477	4 269	95	18
54	**Food stores**	**3 010**	**5 337 106**	**498 434**	**116 238**	**56 154**	**1 099**	**173**
541	Grocery stores	1 977	5 078 501	449 276	105 044	48 767	653	86
542	Meat and fish (seafood) markets	201	76 116	10 256	2 418	1 221	105	19
546	Retail bakeries	430	89 908	25 403	5 757	4 148	202	35
546 pt.	Retail bakeries – baking and selling	382	79 283	23 448	5 307	3 853	197	34
546 pt.	Retail bakeries – selling only	48	10 625	1 955	450	295	5	1
543, 4, 5, 9	Other food stores	402	92 581	13 499	3 017	2 018	139	34
543	Fruit and vegetable markets	32	23 940	2 858	538	313	15	4
544	Candy, nut, and confectionery stores	150	21 624	4 295	983	589	52	10
545	Dairy products stores	115	25 172	3 535	824	581	41	10
549	Miscellaneous food stores	105	21 620	2 811	672	535	31	10
55 ex. 554	**Automotive dealers**	**1 972**	**5 983 520**	**480 762**	**109 645**	**25 756**	**467**	**48**
551	New and used car dealers	758	5 039 309	379 922	87 722	18 478	74	4
552	Used car dealers	313	212 715	14 733	3 415	1 142	133	16
553	Auto and home supply stores	553	385 256	53 946	12 017	3 865	145	14
553 pt.	Tire, battery, and accessory dealers	513	274 935	45 836	10 193	3 157	125	13
553 pt.	Other auto and home supply stores	40	110 321	8 110	1 824	708	20	1
555, 6, 7, 9	Miscellaneous automotive dealers	348	346 240	32 161	6 491	2 271	115	14
555	Boat dealers	145	174 807	16 671	3 194	1 091	44	6
556	Recreational vehicle dealers	76	76 082	5 786	1 226	401	27	2
557	Motorcycle dealers	107	84 493	8 244	1 751	650	37	6
559	Automotive dealers, n.e.c.	20	10 858	1 480	320	129	7	–
554	**Gasoline service stations**	**2 735**	**2 282 355**	**139 510**	**33 223**	**16 760**	**1 130**	**119**
56	**Apparel and accessory stores**	**2 690**	**1 086 065**	**132 850**	**32 268**	**17 990**	**519**	**121**
561	Men's and boys' clothing stores	303	120 461	18 219	4 609	1 893	54	10
562, 3	Women's clothing and specialty stores	1 123	437 253	53 046	12 860	8 173	220	59
562	Women's clothing stores	1 010	404 237	47 729	11 363	7 625	193	53
563	Women's accessory and specialty stores	113	33 016	5 317	1 497	548	27	6
565	Family clothing stores	304	244 135	24 826	5 932	3 129	52	18
566	Shoe stores	747	241 254	31 708	7 554	3 886	113	10
566 pt.	Men's shoe stores	43	9 987	1 560	378	136	6	–
566 pt.	Women's shoe stores	155	39 869	5 764	1 399	678	25	3
566 pt.	Children's and juveniles' shoe stores	17	3 205	536	109	59	2	–
566 pt.	Family shoe stores	532	188 193	23 848	5 668	3 013	80	7
564, 9	Other apparel and accessory stores	213	42 962	5 051	1 313	909	80	24
564	Children's and infants' wear stores	86	24 907	2 472	652	490	31	14
569	Miscellaneous apparel and accessory stores	127	18 055	2 579	661	419	49	10
57	**Furniture and homefurnishings stores**	**2 029**	**1 398 004**	**189 092**	**44 075**	**13 809**	**611**	**83**
5712	Furniture stores	582	415 086	61 061	14 457	4 205	160	21
5713, 4, 9	Homefurnishings stores	520	217 840	32 183	7 087	2 559	180	30
5713	Floor covering stores	259	153 817	21 522	4 687	1 342	83	18
5714	Drapery and upholstery stores	50	7 357	1 372	311	178	34	1
5719	Miscellaneous homefurnishings stores	211	56 666	9 289	2 089	1 039	63	11
572	Household appliance stores	287	183 120	23 826	5 753	1 740	112	13
573	Radio, television, computer, and music stores	640	581 958	72 022	16 778	5 305	159	19
5731	Radio, television, and electronics stores	368	423 419	50 916	11 725	3 485	114	6
5734	Computer and software stores	62	44 163	5 380	1 226	395	9	1
5735	Record and prerecorded tape stores	105	57 629	6 178	1 478	623	12	6
5736	Musical instrument stores	105	56 747	9 548	2 349	802	24	6

See footnotes at end of table.

Table 1. **Summary Statistics for the State: 1987**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A]

1987 SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
58	**Eating and drinking places**	**10 747**	**2 903 386**	**735 307**	**167 787**	**141 026**	**4 741**	**979**
5812	Eating places	7 070	2 503 436	661 697	150 064	126 058	2 572	635
5812 pt.	Restaurants and lunchrooms	4 047	1 362 988	393 061	89 740	71 893	1 646	378
5812 pt.	Cafeterias	91	31 660	7 620	2 044	1 496	36	7
5812 pt.	Refreshment places	2 349	949 634	218 068	48 922	45 062	894	214
5812 pt.	Other eating places	583	159 154	42 948	9 358	7 607	196	36
5813	Drinking places	3 677	399 920	73 610	17 723	14 968	2 169	344
591	**Drug and proprietary stores**	**970**	**838 294**	**111 240**	**27 365**	**10 859**	**186**	**32**
591 pt.	Drug stores	921	813 111	107 657	26 439	10 405	152	26
591 pt.	Proprietary stores	49	25 183	3 583	926	454	4	6
59 ex. 591	**Miscellaneous retail stores**	**5 531**	**2 879 957**	**369 471**	**83 322**	**33 714**	**2 106**	**367**
592	Liquor stores	693	335 519	23 339	5 437	3 350	280	57
593	Used merchandise stores	247	47 323	8 196	1 872	1 161	101	26
594	Miscellaneous shopping goods stores	2 473	735 411	97 277	22 739	12 158	965	156
5941	Sporting goods stores and bicycle shops	535	183 654	22 098	4 873	2 371	257	35
5941 pt.	General line sporting goods stores	223	91 017	9 940	2 295	1 127	95	18
5941 pt.	Specialty line sporting goods stores	312	92 637	12 158	2 578	1 244	162	17
5942	Book stores	182	71 983	7 809	1 877	1 000	49	7
5943	Stationery stores	48	15 036	2 075	507	247	21	2
5944	Jewelry stores	498	170 461	28 409	7 101	2 710	153	12
5945	Hobby, toy, and game shops	206	76 935	7 403	1 639	1 051	99	13
5946	Camera and photographic supply stores	87	32 060	4 253	1 010	425	28	3
5947	Gift, novelty, and souvenir shops	689	120 366	16 337	3 603	2 789	290	63
5948	Luggage and leather goods stores	34	9 187	1 190	306	156	5	-
5949	Sewing, needlework, and piece goods stores	194	55 729	7 703	1 823	1 409	63	21
596	Nonstore retailers	543	1 224 693	153 767	32 947	9 288	195	16
5961	Catalog and mail-order houses	174	928 522	95 350	19 041	5 111	75	6
5962	Merchandising machine operators	133	181 947	35 689	8 397	2 304	40	2
5963	Direct selling establishments	236	114 224	22 728	5 509	1 853	80	8
598	Fuel dealers	315	266 640	31 248	7 751	1 944	59	10
5983	Fuel oil dealers	140	149 604	11 794	2 817	798	43	5
5984	Liquefied petroleum gas (bottled gas) dealers	165	116 129	19 343	4 907	1 124	12	-
5989	Fuel dealers, n.e.c.	10	907	111	27	22	4	5
5992	Florists	442	78 024	16 684	3 745	2 355	254	52
5993	Tobacco stores and stands	19	4 542	477	117	75	10	1
5994	News dealers and newsstands	26	4 942	644	149	86	11	3
5995	Optical goods stores	254	59 605	13 602	3 216	918	24	14
5999	Miscellaneous retail stores, n.e.c.	519	123 258	24 237	5 349	2 390	207	32
5999 pt.	Pet shops	99	18 154	3 199	760	497	53	10
5999 pt.	Typewriter stores	4	998	272	66	26	1	-
5999 pt.	Other miscellaneous retail stores, n.e.c.	416	104 106	20 766	4 523	1 876	153	22

[1]Includes sales from catalog order desks.
[2]Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 2. Selected Ratios for the State: 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A]

1987 SIC code	Kind of business	Sales per establishment (dollars)	Sales per employee[1] (dollars)	Annual payroll per employee[1] (dollars)	Employees per establishment[1] (number)
	Retail trade	**864 399**	**74 697**	**8 814**	**12**
52	**Building materials and garden supplies stores**	**955 458**	**112 733**	**13 479**	**8**
521, 3	Building materials and supply stores	1 361 404	146 626	16 454	9
521	Lumber and other building materials dealers	1 649 207	152 907	16 758	11
523	Paint, glass, and wallpaper stores	403 960	94 119	13 915	4
525	Hardware stores	530 941	64 146	9 461	8
526	Retail nurseries, lawn and garden supply stores	500 179	74 915	9 958	7
527	Mobile home dealers	888 846	177 224	16 147	5
53	**General merchandise stores**	**4 687 432**	**82 843**	**8 468**	**57**
531	Department stores (incl. leased depts.)[2, 3]	13 099 276	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.)[2]	12 213 364	79 891	8 372	153
*531 pt.	Conventional[2]	(D)	(D)	(D)	(D)
531 pt.	Discount or mass merchandising[2]	11 629 375	83 402	7 867	139
531 pt.	National chain[2]	(D)	(D)	(D)	(D)
533	Variety stores	521 987	46 482	6 903	11
539	Miscellaneous general merchandise stores	2 041 300	129 105	10 212	16
54	**Food stores**	**1 773 125**	**95 044**	**8 876**	**19**
541	Grocery stores	2 568 792	104 138	9 213	25
542	Meat and fish (seafood) markets	378 687	62 339	8 400	6
546	Retail bakeries	209 086	21 675	6 124	10
546 pt.	Retail bakeries—baking and selling	207 547	20 577	6 066	10
546 pt.	Retail bakeries—selling only	221 354	36 017	6 627	6
543, 4, 5, 9	Other food stores	230 301	45 878	6 689	5
543	Fruit and vegetable markets	718 750	76 550	9 131	10
544	Candy, nut, and confectionery stores	145 527	37 061	7 292	4
545	Dairy products stores	218 887	43 325	6 084	5
549	Miscellaneous food stores	205 905	40 411	5 254	5
55 ex. 554	**Automotive dealers**	**3 934 239**	**232 316**	**18 666**	**13**
551	New and used car dealers	6 648 185	272 719	20 561	24
552	Used car dealers	679 601	186 265	12 901	4
553	Auto and home supply stores	696 665	99 678	13 958	7
553 pt.	Tire, battery, and accessory dealers	535 936	87 087	14 519	6
553 pt.	Other auto and home supply stores	2 758 025	155 821	11 455	18
555, 6, 7, 9	Miscellaneous automotive dealers	994 943	152 461	14 162	7
555	Boat dealers	1 205 566	160 226	15 280	8
556	Recreational vehicle dealers	1 001 079	189 731	14 379	5
557	Motorcycle dealers	789 654	129 989	12 683	6
559	Automotive dealers, n.e.c.	542 900	84 171	11 473	6
554	**Gasoline service stations**	**834 499**	**136 179**	**8 324**	**6**
56	**Apparel and accessory stores**	**403 742**	**60 370**	**7 385**	**7**
561	Men's and boys' clothing stores	397 561	63 635	9 624	6
562, 3	Women's clothing and specialty stores	389 362	53 500	6 490	7
562	Women's clothing stores	400 235	53 015	6 260	8
563	Women's accessory and specialty stores	292 177	60 248	9 703	5
565	Family clothing stores	803 076	78 023	7 934	10
566	Shoe stores	322 964	62 083	8 160	5
566 pt.	Men's shoe stores	232 256	73 434	11 471	3
566 pt.	Women's shoe stores	257 219	58 804	8 501	4
566 pt.	Children's and juveniles' shoe stores	188 529	54 322	9 085	3
566 pt.	Family shoe stores	353 746	62 460	7 915	6
564, 9	Other apparel and accessory stores	201 700	47 263	5 557	4
564	Children's and infants' wear stores	289 616	50 831	5 045	6
569	Miscellaneous apparel and accessory stores	142 165	43 091	6 155	3
57	**Furniture and homefurnishings stores**	**680 011**	**101 239**	**13 003**	**7**
5712	Furniture stores	713 206	98 712	14 521	7
5713, 4, 9	Homefurnishings stores	418 923	85 127	12 576	5
5713	Floor covering stores	593 888	114 618	16 037	5
5714	Drapery and upholstery stores	147 140	41 331	7 708	4
5719	Miscellaneous homefurnishings stores	268 559	54 539	8 940	5
572	Household appliance stores	638 049	105 241	13 693	6
573	Radio, television, computer, and music stores	909 309	109 700	13 576	8
5731	Radio, television, and electronics stores	1 150 595	121 498	14 610	9
5734	Computer and software stores	712 306	111 805	13 620	6
5735	Record and prerecorded tape stores	548 848	92 502	9 917	6
5736	Musical instrument stores	540 448	70 757	11 905	8

See footnotes at end of table.

Table 2. **Selected Ratios for the State: 1987**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A]

1987 SIC code	Kind of business	Sales		Annual payroll per employee[1] (dollars)	Employees per establishment[1] (number)
		Per establishment (dollars)	Per employee[1] (dollars)		
58	**Eating and drinking places**	**270 155**	**20 587**	**5 214**	**13**
5812	Eating places	354 093	19 859	5 249	18
5812 pt.	Restaurants and lunchrooms	336 790	18 959	5 467	18
5812 pt.	Cafeterias	347 912	21 163	5 094	16
5812 pt.	Refreshment places	404 272	21 074	4 839	19
5812 pt.	Other eating places	272 991	20 922	5 646	13
5813	Drinking places	108 763	26 718	4 918	4
591	**Drug and proprietary stores**	**884 221**	**77 198**	**10 244**	**11**
591 pt.	Drug stores	882 857	78 146	10 347	11
591 pt.	Proprietary stores	513 939	55 469	7 892	9
59 ex. 591	**Miscellaneous retail stores**	**520 694**	**85 423**	**10 959**	**6**
592	Liquor stores	484 154	100 155	6 967	5
593	Used merchandise stores	191 591	40 761	7 059	5
594	Miscellaneous shopping goods stores	297 376	60 488[1]	8 001	5
5941	Sporting goods stores and bicycle shops	343 279	77 458	9 320	4
5941 pt.	General line sporting goods stores	406 148	80 760	8 820	5
5941 pt.	Specialty line sporting goods stores	296 913	74 467	9 773	4
5942	Book stores	395 511	71 983	7 809	5
5943	Stationery stores	313 250	60 874	8 401	5
5944	Jewelry stores	342 291	62 90[1]	10 483	5
5945	Hobby, toy, and game shops	373 471	73 202	7 044	5
5946	Camera and photographic supply stores	368 506	75 435	10 007	5
5947	Gift, novelty, and souvenir shops	174 697	43 157	5 858	4
5948	Luggage and leather goods stores	270 206	58 891	7 628	5
5949	Sewing, needlework, and piece goods stores	267 263	39 552	5 467	7
596	Nonstore retailers	2 255 420	132 142	16 591	17
5961	Catalog and mail-order houses	5 336 333	181 671	18 656	29
5962	Merchandising machine operators	1 368 023	78 970	15 490	17
5963	Direct selling establishments	484 000	61 643	12 266	8
598	Fuel dealers	846 476	137 160	16 074	6
5983	Fuel oil dealers	1 068 600	187 474	14 779	6
5984	Liquefied petroleum gas (bottled gas) dealers	703 812	103 318	17 209	7
5989	Fuel dealers, n.e.c.	90 700	41 227	5 045	2
5992	Florists	176 525	33 131	7 085	5
5993	Tobacco stores and stands	239 053	60 560	6 360	4
5994	News dealers and newsstands	190 077	57 465	7 488	3
5995	Optical goods stores	234 665	64 929	14 817	4
5999	Miscellaneous retail stores, n.e.c.	237 491	51 379	10 103	5
5999 pt.	Pet shops	183 374	36 527	6 437	5
5999 pt.	Typewriter stores	249 500	38 385	10 462	7
5999 pt.	Other miscellaneous retail stores, n.e.c.	250 255	55 494	11 069	5

[1]Based on number of employees for pay period including March 12.
[2]Includes sales from catalog order desks.
[3]Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 3. Comparative Statistics Based on 1972 Standard Industrial Classification for the State: 1987 and 1982

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For explanation of changes in kind-of-business classifications between 1982 and 1987, also see appendix A.]

1972 SIC code	1987 SIC code	Kind of business	Establishments		Sales			Annual payroll			Paid employees for pay period including March 12	
			1987 (number)	1982 (number)	1987 ($1,000)	1982 ($1,000)	Percent change 1982 to 1987	1987 ($1,000)	1982 ($1,000)	Percent change 1982 to 1987	1987 (number)	1982 (number)
		Retail trade—										
		Including used automobile parts and accessories stores[1]	**32 220**	**32 036**	**27 817 177**	**20 028 339**	**38.9**	**3 210 014**	**2 396 889**	**33.8**	**372 502**	**318 432**
		Excluding used automobile parts and accessories stores[2]	**32 184**	**31 966**	**27 802 534**	**20 007 314**	**39.0**	**3 206 355**	**2 393 907**	**33.9**	**372 205**	**318 000**
52	**52**	**Building materials and garden supplies stores**	**1 750**	**1 896**	**1 672 052**	**1 022 478**	**63.5**	**199 920**	**137 586**	**45.3**	**14 832**	**12 134**
521, 3	521, 3	Building materials and supply stores	874	922	1 189 867	639 679	86.0	133 523	82 675	61.5	9 115	5 999
521	521	Lumber and other building materials dealers	672	732	1 108 267	589 217	88.1	121 459	74 449	63.1	7 248	5 270
523	523	Paint, glass, and wallpaper stores	202	190	81 600	50 462	61.7	12 064	8 226	46.7	867	729
525	525	Hardware stores	610	714	323 874	279 065	16.1	47 770	41 870	14.1	5 049	4 818
526	526	Retail nurseries, lawn and garden supply stores	201	167	100 536	59 676	68.5	13 363	8 430	58.5	1 342	1 002
527	527	Mobile home dealers	65	93	57 775	44 058	31.1	5 264	4 611	14.2	326	315
53	**53**	**General merchandise stores**	**730**	**764**	**3 421 825**	**2 501 787**	**36.8**	**349 769**	**289 265**	**20.9**	**41 305**	**40 881**
531		Department stores (incl. leased depts.) [with 25 employees or more][3 4 6]	247	224	3 018 250	2 113 986	42.8	(NA)	(NA)	(NA)	(NA)	(NA)
	531	Department stores (incl. leased depts.) [with 50 employees or more][3 4 6]	225	(NA)	2 947 337	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
	539 pt.	Department stores (incl. leased depts.) [with 25 to 49 employees][3 4 7]	22	(NA)	70 913	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531		Department stores (excl. leased depts.) [with 25 employees or more][3 5]	247	224	2 818 542	2 055 815	37.1	294 279	240 987	22.1	35 144	34 053
	531	Department stores (excl. leased depts.) [with 50 employees or more][3 6]	225	(NA)	2 748 007	(NA)	(NA)	287 955	(NA)	(NA)	34 397	(NA)
	539 pt.	Department stores (excl. leased depts.) [with 25 to 49 employees][3 7]	22	(NA)	70 535	(NA)	(NA)	6 324	(NA)	(NA)	747	(NA)
533	533	Variety stores	235	273	122 667	125 925	-2.6	18 218	20 186	-9.7	2 639	3 398
539	539 pt.	Miscellaneous general merchandise stores[8]	248	267	480 616	320 047	50.2	37 272	28 092	32.7	3 522	3 430
54	**54**	**Food stores**	**3 010**	**3 313**	**5 337 106**	**4 477 611**	**19.2**	**498 434**	**432 745**	**15.2**	**56 154**	**46 816**
541	541	Grocery stores	1 977	2 225	5 078 501	4 221 390	20.3	449 276	386 769	16.2	48 767	39 528
5422, 3	5421	Meat and fish (seafood) markets	201	224	76 116	92 593	-17.8	10 256	12 296	-16.6	1 221	1 438
546	546	Retail bakeries	430	429	89 908	75 922	18.4	25 403	21 245	19.6	4 148	3 917
5462	546 pt.	Retail bakeries—baking and selling	382	364	79 283	57 993	36.7	23 448	17 906	31.0	3 853	3 332
5463	546 pt.	Retail bakeries—selling only	48	65	10 625	17 929	-40.7	1 955	3 339	-41.4	295	585
543, 4, 5, 9	543, 4, 5, 9	Other food stores	402	435	92 581	87 706	5.6	13 499	12 435	8.6	2 018	1 933
543	543	Fruit and vegetable markets	32	26	23 960	18 170	31.9	2 858	2 461	16.1	313	252
544	544	Candy, nut, and confectionery stores	150	135	21 829	12 851	69.9	4 295	2 301	86.7	589	462
545	545	Dairy products stores	115	159	25 172	38 605	-34.8	3 535	5 128	-31.1	581	788
549	549	Miscellaneous food stores	105	115	21 620	18 080	19.6	2 811	2 545	10.5	535	431
55 ex. 554	**55 ex. 554**	**Automotive dealers**	**1 972**	**1 881**	**5 983 520**	**3 406 536**	**75.6**	**480 762**	**297 770**	**61.5**	**25 756**	**19 460**
551	551	New and used car dealers	758	837	5 039 309	2 853 779	76.6	379 922	235 045	61.6	18 478	14 381
552	552	Used car dealers	313	246	212 715	117 549	81.0	14 733	9 001	63.7	1 142	759
553	553	Auto and home supply stores	553	457	385 256	257 637	49.5	53 946	35 456	52.1	3 865	2 624
553 pt.	553 pt.	Tire, battery, and accessory dealers	513	435	274 935	204 398	34.5	45 836	32 232	42.2	3 157	2 365
553 pt.	553 pt.	Other auto and home supply stores	40	22	110 321	53 241	107.2	8 110	3 224	151.6	708	259
555, 6, 7, 9	555, 6, 7, 9	Miscellaneous automotive dealers	348	341	346 240	177 571	95.0	32 161	18 268	76.1	2 271	1 696
555	555	Boat dealers	145	134	174 807	69 096	153.0	16 671	7 945	109.8	1 091	670
556	556, 559 pt.	Recreational and utility trailer dealers[9]	80	55	80 670	33 437	141.3	6 265	2 724	130.0	461	228
557	557	Motorcycle dealers	107	135	84 493	70 369	20.1	8 244	6 877	19.9	650	737
559	559 pt.	Automotive dealers, n.e.c. [excl. utility trailer dealers]	16	17	6 270	4 669	34.3	981	722	35.9	69	61
554	**554**	**Gasoline service stations**	**2 735**	**2 896**	**2 282 355**	**2 110 502**	**8.1**	**139 510**	**103 685**	**34.6**	**16 760**	**13 921**
56	**56**	**Apparel and accessory stores**	**2 690**	**2 545**	**1 086 065**	**785 868**	**38.2**	**132 850**	**108 764**	**22.1**	**17 990**	**16 195**
561	561	Men's and boys' clothing stores	303	315	120 461	107 581	12.0	18 219	18 155	.4	1 893	1 921
562, 3, 8	562, 3	Women's clothing and specialty stores	1 123	902	437 253	262 580	66.5	53 046	37 742	40.5	8 173	6 484
562	562	Women's clothing stores	1 010	801	404 237	244 109	65.6	47 729	34 581	38.0	7 625	6 038
563, 8	563	Women's accessory and specialty stores[10]	113	101	33 016	18 471	78.7	5 317	3 161	68.2	548	446
565	565	Family clothing stores	304	376	244 135	204 689	19.3	24 826	24 674	.6	3 129	3 651
566	566	Shoe stores	747	760	241 254	185 800	29.8	31 708	24 667	28.5	3 886	3 480
566 pt.	566 pt.	Men's shoe stores	43	70	9 987	10 304	-3.1	1 560	1 555	.3	136	183
566 pt.	566 pt.	Women's shoe stores	155	137	39 869	29 305	36.0	5 764	4 512	27.7	678	611
566 pt.	566 pt.	Children's and juveniles' shoe stores	17	17	3 205	3 105	3.2	536	510	5.1	59	83
566 pt.	566 pt.	Family shoe stores	532	536	188 193	143 086	31.5	23 848	18 090	31.8	3 013	2 603

See footnotes at end of table.

Table 3. Comparative Statistics Based on 1972 Standard Industrial Classification for the State: 1987 and 1982—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For explanation of changes in kind-of-business classifications between 1982 and 1987, also see appendix A.]

1972 SIC code	1987 SIC code	Kind of business	Establishments		Sales			Annual payroll			Paid employees for pay period including March 12	
			1987 (number)	1982 (number)	1987 ($1,000)	1982 ($1,000)	Percent change 1982 to 1987	1987 ($1,000)	1982 ($1,000)	Percent change 1982 to 1987	1987 (number)	1982 (number)
56	**56**	**Apparel and accessory stores**—Con.										
564, 9	564, 9	Other apparel and accessory stores	213	192	42 962	25 218	70.4	5 051	3 526	43.3	909	659
564	564	Children's and infants' wear stores	86	71	24 907	13 173	89.1	2 472	1 494	65.5	490	326
569	569	Miscellaneous apparel and accessory stores	127	121	18 055	12 045	49.9	2 579	2 032	26.9	419	333
57	**57**	**Furniture and homefurnishings stores**	**2 029**	**2 005**	**1 398 004**	**841 723**	**66.1**	**189 092**	**122 786**	**54.0**	**13 809**	**11 243**
5712	5712	Furniture stores	582	571	415 086	267 102	55.4	61 061	43 955	38.9	4 205	3 953
5713, 4, 9	5713, 4, 9	Homefurnishings stores	520	470	217 840	132 235	64.7	32 183	20 545	56.6	2 559	2 162
5713	5713	Floor covering stores	259	249	153 817	87 306	76.2	21 522	12 888	67.0	1 342	1 100
5714	5714	Drapery and upholstery stores	50	64	7 357	7 309	.7	1 372	1 598	-14.1	178	209
5719	5719	Miscellaneous homefurnishings stores	211	157	56 666	37 620	50.6	9 289	6 059	53.3	1 039	853
572	572	Household appliance stores	287	299	183 120	134 264	36.4	23 826	19 698	21.0	1 740	1 706
573	573	Radio, television, computer, and music stores	640	665	581 958	308 122	88.9	72 022	39 588	86.6	5 305	3 422
5732		Radio and television stores[11]	430	449	467 582	238 330	96.2	56 296	27 689	103.3	3 880	2 165
	5731	Radio, television, and electronics stores	368	(NA)	423 419	(NA)	(NA)	50 916	(NA)	(NA)	3 485	(NA)
	5734	Computer and software stores	62	(NA)	44 163	(NA)	(NA)	5 380	(NA)	(NA)	395	(NA)
5733		Music stores	210	216	114 376	69 792	63.9	15 726	10 899	44.3	1 425	1 257
	5735	Record and prerecorded tape stores	105	91	57 629	31 507	82.9	6 178	3 508	76.1	623	486
	5736	Musical instrument stores	105	125	56 747	38 285	48.2	9 548	7 391	29.2	802	771
58	**58**	**Eating and drinking places**	**10,747**	**10 422**	**2 903 356**	**2 168 675**	**34.0**	**735 307**	**550 099**	**33.7**	**141 026**	**117 930**
5812	5812	Eating places	7 070	6 306	2 503 436	1 772 480	41.2	661 697	476 279	38.9	126 058	101 027
5812 pt.	5812 pt.	Restaurants and lunchrooms	4 047	3 640	1 362 988	1 059 422	28.7	393 061	303 608	29.5	71 893	63 648
5812 pt.	5812 pt.	Cafeterias	91	71	31 660	17 232	83.7	7 620	4 883	56.1	1 496	826
5812 pt.	5812 pt.	Refreshment places	2 349	2 181	949 634	597 019	59.1	218 068	139 638	56.2	45 062	30 433
5812 pt.	5812 pt.	Other eating places	583	414	159 154	98 807	61.1	42 948	28 150	52.6	7 607	6 120
5813	5813	Drinking places	3 677	4 116	399 920	394 195	1.5	73 610	73 820	-.3	14 968	18 903
591	**591**	**Drug and proprietary stores**	**970**	**983**	**838 294**	**545 741**	**53.6**	**111 240**	**81 346**	**36.7**	**10 859**	**9 832**
591 pt.	591 pt.	Drug stores	921	923	813 111	515 495	57.7	107 657	77 362	39.2	10 405	9 162
591 pt.	591 pt.	Proprietary stores	49	60	25 183	30 246	-16.7	3 583	3 984	-10.1	454	670
59 ex. 591	**59 ex. 591**	**Miscellaneous retail stores**[1]	**5 587**	**5 331**	**2 894 600**	**2 169 418**	**33.4**	**373 130**	**274 843**	**35.8**	**34 011**	**30 020**
592	592	Liquor stores	693	791	335 519	337 318	-.5	23 339	23 813	-2.0	3 350	3 695
593	593, 5015 pt.	Used merchandise stores	303	286	61 966	48 573	27.6	11 855	10 126	17.1	1 458	1 250
594	594	Miscellaneous shopping goods stores	2 473	2 263	735 411	520 354	41.3	97 277	77 279	25.9	12 158	10 703
5941	5941	Sporting goods stores and bicycle shops	535	516	183 654	142 898	28.5	22 098	18 302	20.7	2 371	2 188
5941 pt.	5941 pt.	General line sporting goods stores	223	230	91 017	77 400	17.6	9 940	8 978	10.7	1 127	1 162
5941 pt.	5941 pt.	Specialty line sporting goods stores	312	286	92 637	65 498	41.4	12 158	9 324	30.4	1 244	1 026
5942, 3	5942, 3	Book, stationery stores	230	247	87 019	61 656	41.1	9 884	8 377	18.0	1 247	1 222
5942	5942	Book stores	182	183	71 983	49 463	45.5	7 809	6 230	25.3	1 000	970
5943	5943	Stationery stores	48	64	15 036	12 193	23.3	2 075	2 147	-3.4	247	252
5944	5944	Jewelry stores	498	445	170 461	126 668	34.6	28 409	23 209	22.4	2 710	2 240
5945, 6, 7, 8, 9	5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	1 210	1 055	294 277	189 132	55.6	36 886	27 391	34.7	5 830	5 053
5945	5945	Hobby, toy, and game shops	206	170	76 935	35 313	117.9	7 403	4 076	81.6	1 051	766
5946	5946	Camera and photographic supply stores	87	79	32 060	24 960	28.4	4 253	3 624	17.4	425	415
5947	5947	Gift, novelty, and souvenir shops	689	546	120 366	74 560	61.4	16 337	11 572	41.2	2 789	2 137
5948	5948	Luggage and leather goods stores	34	24	9 187	4 286	114.3	1 190	821	44.9	156	126
5949	5949	Sewing, needlework, and piece goods stores	194	236	55 729	50 013	11.4	7 703	7 298	5.5	1 409	1 609
596	596	Nonstore retailers	543	554	1 224 693	678 650	80.5	153 767	98 508	56.1	9 268	8 021
5961	5961	Catalog and mail-order houses	174	215	928 522	403 032	130.4	95 350	55 227	72.7	5 111	4 025
5962	5962	Merchandising machine operators	133	152	181 947	142 938	27.3	35 689	28 952	23.3	2 304	2 411
5963	5963	Direct selling establishments	236	187	114 224	72 680	57.2	22 728	14 329	58.6	1 853	1 585
598		Fuel and ice dealers	318	320	(D)	418 750	(D)	(D)	30 119	(D)	(D)	2 069
5983	5983	Fuel oil dealers	140	160	149 604	279 046	-46.4	11 794	14 845	-20.6	798	1 056
5984	5984	Liquefied petroleum gas (bottled gas) dealers	165	151	116 129	138 726	-16.3	19 343	15 141	27.8	1 124	991
5982	5989, 5999 pt. (pt.)	Fuel and ice dealers, n.e.c.[13]	13	9	(D)	978	(D)	(D)	133	(D)	(D)	22
5992	5992	Florists	442	416	78 024	55 982	39.4	16 684	11 774	41.7	2 355	1 887
5993	5993	Tobacco stores and stands	19	27	4 542	4 570	-.6	477	477	-	75	80
5994	5994	News dealers and newsstands	26	24	4 942	3 465	42.6	644	386	66.8	86	56

See footnotes at end of table.

Table 3. Comparative Statistics Based on 1972 Standard Industrial Classification for the State: 1987 and 1982—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For explanation of changes in kind-of-business classifications between 1982 and 1987, also see appendix A.]

1972 SIC code	1987 SIC code	Kind of business	Establishments		Sales			Annual payroll			Paid employees for pay period including March 12	
			1987 (number)	1982 (number)	1987 ($1,000)	1982 ($1,000)	Percent change 1982 to 1987	1987 ($1,000)	1982 ($1,000)	Percent change 1982 to 1987	1987 (number)	1982 (number)
59 ex. 591	**59 ex. 591**	**Miscellaneous retail stores**[1]—Con.										
5999		Miscellaneous retail stores, n.e.c. [excl. ice dealers and incl. optical goods stores]	770	650	(D)	101 756	(D)	(D)	22 361	(D)	(D)	2 259
5999 pt.	5995	Optical goods stores	254	185	59 605	27 275	118.5	13 602	7 006	94.1	918	554
5999 pt.	5999 pt.	Pet shops	99	86	18 154	9 662	87.9	3 199	1 659	92.8	497	306
5999 pt.	5999 pt.	Typewriter stores	4	14	998	2 571	-61.2	272	689	-60.5	26	57
5999 pt.	5999 pt. (pt.)	Other miscellaneous retail stores, n.e.c. [excl. ice dealers]	413	365	(D)	62 248	(D)	(D)	13 007	(D)	(D)	1 342

[1]Includes used automobile parts and accessories stores classified in SIC 593 based on 1972 SIC.
[2]Excludes used automobile parts and accessories stores classified in SIC 593 based on 1972 SIC (included in SIC 5015 pt. based on 1987 SIC).
[3]Includes sales from catalog order desks.
[4]Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.
[5]Establishments defined as department stores, based on 1972 SIC, with 25 employees or more.
[6]Establishments defined as department stores, based on 1972 SIC, with 50 employees or more.
[7]Establishments defined as department stores, based on 1972 SIC, with 25 to 49 employees.
[8]Excludes department stores with 25 to 49 employees classified in SIC 531 based on 1972 SIC.
[9]Includes utility trailer dealers classified in SIC 556 based on 1972 SIC.
[10]Includes furriers and fur shops classified in SIC 568 based on 1972 SIC.
[11]Includes computer and software stores classified in SIC 5732 based on 1972 SIC.
[12]Includes ice dealers classified in SIC 5982 based on 1972 SIC.

Table 4. Summary Statistics Based on 1972 Standard Industrial Classification for Industries Having a Classification Change Between 1972 and 1987 for the State: 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For explanation of changes in kind-of-business classifications between 1982 and 1987, also see appendix A.]

1972 SIC code	1987 SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
		Retail trade—					
		Including used automobile parts and accessories stores[1]	**32 220**	**27 817 177**	**3 210 014**	**741 114**	**372 502**
		Excluding used automobile parts and accessories stores[2]	**32 164**	**27 802 534**	**3 206 355**	**740 235**	**372 205**
531		Department stores (incl. leased depts.) [with 25 employees or more][3 4 5]	247	3 018 250	(NA)	(NA)	(NA)
	531	Department stores (incl. leased depts.) [with 50 employees or more][3 4 6]	225	2 947 337	(NA)	(NA)	(NA)
	539 pt.	Department stores (incl. leased depts.) [with 25 to 49 employees][3 4 7]	22	70 913	(NA)	(NA)	(NA)
531		Department stores (excl. leased depts.) [with 25 employees or more][3 5]	247	2 818 542	294 279	68 706	35 144
	531	Department stores (excl. leased depts.) [with 50 employees or more][3 6]	225	2 748 007	287 955	67 101	34 397
	539 pt.	Department stores (excl. leased depts.) [with 25 to 49 employees][3 7]	22	70 535	6 324	1 605	747
539	539 pt.	Miscellaneous general merchandise stores[8]	248	480 616	37 272	8 872	3 522
5422, 3	5421	Meat and fish (seafood) markets	201	76 116	10 256	2 418	1 221
546	546 pt.	Retail bakeries	430	89 908	25 403	5 757	4 148
5462	546 pt.	Retail bakeries—baking and selling	382	79 283	23 448	5 307	3 853
5463	546 pt.	Retail bakeries—selling only	48	10 625	1 955	450	295
556	556, 559 pt.	Recreational and utility trailer dealers[9]	80	80 670	6 265	1 340	461
559	559 pt.	Automotive dealers, n.e.c. [excl. utility trailer dealers]	16	6 270	981	206	69
563, 8	563	Women's accessory and specialty stores[10]	113	33 016	5 317	1 497	548
5732		Radio and television stores[11]	430	467 582	56 296	12 951	3 880
	5731	Radio, television, and electronics stores	368	423 419	50 916	11 725	3 485
	5734	Computer and software stores	62	44 163	5 380	1 226	395
5733		Music stores	210	114 376	15 726	3 827	1 425
	5735	Record and prerecorded tape stores	105	57 629	6 178	1 478	623
	5736	Musical instrument stores	105	56 747	9 548	2 349	802
593	593, 5015 pt.	Used merchandise stores[1]	303	61 966	11 855	2 751	1 458
5982	5989, 5999 pt. (pt.)	Fuel and ice dealers, n.e.c.[12]	13	(D)	(D)	(D)	(D)
5999		Miscellaneous retail stores, n.e.c. [excl. ice dealers and incl. optical goods stores]	770	(D)	(D)	(D)	(D)
	5995	Optical goods stores	254	59 605	13 602	3 216	918
	5999 pt. (pt.)	Other miscellaneous retail stores, n.e.c. [excl. ice dealers]	413	(D)	(D)	(D)	(D)

See footnotes at end of table 3.

Table 5. **Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including

	Geographic area	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)	Kind-of-business groups: Building materials and garden supplies stores (SIC 52) Number	Building materials and garden supplies stores (SIC 52) Sales ($1,000)	General merchandise stores (SIC 53) Number	General merchandise stores (SIC 53) Sales ($1,000)	Food stores (SIC 54) Number	Food stores (SIC 54) Sales ($1,000)
1	**Wisconsin**	**32 164**	**27 802 534**	**3 206 355**	**740 235**	**372 205**	**11 469**	**2 025**	**1 750**	**1 672 052**	**730**	**3 421 825**	**3 010**	**5 337 106**
2	Adams County	66	25 479	2 677	581	381	32	5	4	(D)	2	(D)	15	9 654
3	Ashland County	168	94 120	10 260	2 414	1 326	85	9	14	7 531	5	8 665	21	20 523
4	Ashland	128	79 064	8 856	2 078	1 171	64	7	8	4 684	3	(D)	13	16 632
5	Balance of county	40	15 056	1 404	336	155	21	2	6	2 847	2	(D)	8	1 891
6	Barron County	361	206 760	21 590	5 087	2 643	167	21	24	17 674	12	18 656	38	31 870
7	Barron	40	27 218	2 671	589	264	18	3	3	(D)	1	(D)	5	(D)
8	Rice Lake	133	104 908	10 870	2 705	1 330	58	6	9	(D)	6	(D)	10	(D)
9	Balance of county	188	76 634	8 049	1 793	1 049	91	12	12	8 854	5	1 187	23	19 192
10	Bayfield County	120	35 860	4 648	911	601	65	6	9	4 064	2	(D)	11	9 140
11	Brown County	1 245	1 327 182	154 516	36 366	17 264	412	84	63	95 436	29	254 116	106	206 202
12	Ashwaubenon	154	249 856	26 518	6 614	2 917	30	9	9	5 486	4	(D)	13	16 058
13	De Pere	109	79 071	9 671	2 158	1 234	49	7	8	7 008	2	(D)	7	11 765
14	Green Bay	780	801 967	97 413	23 082	11 003	243	49	31	58 967	19	138 857	59	151 710
15	Howard	50	74 483	6 505	1 597	606	22	4	5	21 395	1	(D)	6	1 839
16	Balance of county	152	121 805	12 409	2 915	1 504	68	15	10	2 $80	3	(D)	21	24 821
17	Buffalo County	84	32 613	3 350	777	534	47	4	7	1 843	1	(D)	11	7 064
18	Mondovi	33	14 283	1 644	394	234	17	1	4	(D)	1	(D)	3	(D)
19	Balance of county	51	18 330	1 706	383	300	30	3	3	(D)	–	–	8	(D)
20	Burnett County	108	49 635	4 495	946	581	51	7	10	7 475	6	2 448	13	13 367
21	Calumet County	170	123 890	13 255	3 130	1 807	97	11	12	6 334	3	(D)	27	49 427
22	Appleton (part) ▲	7	(D)	(D)	(D)	(D)	3	1	–	–	–	–	2	(D)
23	Brillion	26	22 323	1 996	473	246	16	–	3	664	–	–	4	(D)
24	Chilton	65	39 589	4 526	1 057	605	34	5	3	565	2	(D)	8	(D)
25	Kiel (part) ▲	1	(D)	(D)	(D)	(D)	1	–	–	–	–	–	–	–
26	Menasha (part) ▲	2	(D)	(D)	(D)	(D)	–	–	–	–	–	–	1	(D)
27	New Holstein	24	13 258	1 698	397	223	13	2	2	(D)	1	(D)	3	(D)
28	Balance of county	45	21 899	2 311	489	298	30	3	4	(D)	–	–	9	5 099
29	Chippewa County	344	314 650	28 355	6 535	3 221	183	25	25	19 183	10	26 019	35	54 213
30	Bloomer	40	35 837	2 684	591	318	22	4	4	(D)	1	(D)	5	6 234
31	Chippewa Falls	156	163 897	14 684	3 219	1 831	70	14	8	(D)	5	(D)	14	35 268
32	Eau Claire (part) ▲	2	(D)	(D)	(D)	(D)	–	–	1	(D)	–	–	–	–
33	Balance of county	146	(D)	(D)	(D)	(D)	91	7	12	(D)	4	(D)	16	12 711
34	Clark County	192	84 874	8 824	1 945	1 153	125	9	14	6 825	9	2 423	24	23 606
35	Neillsville	38	26 396	2 785	593	339	24	–	2	(D)	3	(D)	4	6 844
36	Balance of county	154	58 478	6 039	1 352	814	101	9	12	(D)	6	(D)	20	16 962
37	Columbia County	378	240 571	27 074	5 839	3 316	166	33	23	19 507	6	(D)	37	48 264
38	Columbus (part) ▲	45	(D)	(D)	(D)	(D)	24	6	3	(D)	–	–	4	(D)
39	Portage	105	102 052	10 795	2 597	1 481	41	6	7	8 190	4	(D)	6	15 303
40	Wisconsin Dells (part) ▲	105	(D)	(D)	(D)	(D)	45	11	3	(D)	1	(D)	10	(D)
41	Balance of county	123	72 327	8 009	1 744	1 051	56	10	10	7 167	1	(D)	17	19 894
42	Crawford County	111	80 624	8 760	1 960	1 048	50	3	7	4 660	4	(D)	14	16 973
43	Prairie du Chien	76	66 153	7 374	1 649	890	28	1	5	(D)	4	(D)	5	(D)
44	Balance of county	35	14 471	1 386	311	158	22	2	2	(D)	–	–	9	(D)
45	Dane County	2 448	2 531 159	310 405	72 099	35 627	605	165	102	151 923	37	294 555	208	409 510
46	De Forest	23	25 881	2 527	666	305	6	1	1	(D)	–	–	4	(D)
47	Fitchburg ▲	36	160 335	20 188	4 616	1 181	5	3	2	(D)	–	–	3	5 921
48	McFarland	29	19 421	2 080	467	312	10	4	2	(D)	–	–	5	8 957
49	Madison	1 547	1 595 905	200 892	47 111	24 400	312	86	41	61 693	25	257 234	125	270 218
50	Middleton	103	87 018	10 222	2 345	1 207	32	4	6	(D)	–	–	8	14 350
51	Monona	98	94 199	10 829	2 537	1 447	25	5	3	(D)	3	27 185	10	12 837
52	Mount Horeb	29	18 717	1 947	444	281	13	1	2	(D)	2	(D)	3	(D)
53	Oregon	26	15 018	1 629	391	231	8	8	2	(D)	1	(D)	2	(D)
54	Stoughton	81	60 927	6 761	1 680	769	30	11	5	3 265	2	(D)	7	13 451
55	Sun Prairie	101	177 776	21 310	4 469	1 464	38	12	8	4 953	2	(D)	8	24 431
56	Verona	30	31 781	2 599	582	251	9	3	4	3 221	–	–	2	(D)
57	Waunakee	37	24 351	2 967	675	459	11	5	2	(D)	1	(D)	2	(D)
58	Balance of county	308	219 830	26 454	6 116	3 320	106	22	24	29 998	1	(D)	29	31 540
59	Dodge County	445	278 899	32 454	7 619	4 135	226	27	28	27 402	11	41 563	40	62 807
60	Beaver Dam	177	149 753	17 827	4 134	2 121	65	12	10	7 426	7	(D)	9	27 182
61	Columbus (part) ▲	1	(D)	(D)	(D)	(D)	1	–	–	–	–	–	–	–
62	Horicon	25	11 384	1 229	299	193	16	1	1	(D)	–	–	3	(D)
63	Mayville	41	25 878	2 467	576	302	23	3	2	(D)	2	(D)	5	8 346
64	Watertown (part) ▲	20	(D)	(D)	(D)	(D)	9	1	2	(D)	–	–	3	(D)
65	Waupun (part) ▲	30	17 935	2 562	639	435	21	1	1	(D)	1	(D)	3	(D)
66	Balance of county	151	66 307	7 268	1 696	977	91	9	12	17 276	1	(D)	17	15 970
67	Door County	360	158 922	19 978	3 899	2 301	183	45	18	12 655	6	10 880	36	34 831
68	Sturgeon Bay	151	105 518	11 856	2 624	1 479	68	13	10	6 959	5	(D)	14	25 295
69	Balance of county	209	53 404	8 122	1 275	822	115	32	8	5 696	1	(D)	22	9 536
70	Douglas County	354	234 028	25 973	5 933	3 330	110	29	20	17 574	7	(D)	31	43 923
71	Superior	264	211 569	23 174	5 311	2 942	74	22	12	12 871	7	(D)	21	39 586
72	Balance of county	90	22 459	2 799	622	388	36	7	8	4 703	–	–	10	4 337
73	Dunn County	203	129 023	12 914	2 925	1 920	83	12	8	4 654	6	24 282	18	31 393
74	Menomonie	121	105 319	10 371	2 352	1 502	34	8	5	3 192	5	(D)	8	27 265
75	Balance of county	82	23 704	2 543	573	418	49	4	3	1 462	1	(D)	10	4 128
76	Eau Claire County	628	524 895	64 583	15 137	8 939	152	37	18	39 279	17	97 692	49	100 239
77	Altoona	15	4 321	469	113	76	9	1	1	(D)	1	(D)	–	–
78	Eau Claire (part) ▲	546	(D)	(D)	(D)	(D)	111	35	14	(D)	14	97 217	43	95 800
79	Balance of county	67	(D)	(D)	(D)	(D)	32	1	3	(D)	2	(D)	6	4 439
80	Florence County	23	9 847	784	199	138	5	–	1	(D)	–	–	2	(D)

revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Kind-of-business groups—Con.

Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture and homefurnishings stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores (SIC 59 ex. 591)		
Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	
1 972	**5 983 520**	**2 735**	**2 282 355**	**2 690**	**1 086 065**	**2 029**	**1 398 004**	**10 747**	**2 903 356**	**970**	**838 294**	**5 531**	**2 879 957**	1
2	(D)	5	3 490	3	350	1	(D)	25	3 439	3	1 016	6	(D)	2
11	21 403	18	9 940	14	5 392	7	2 718	45	9 545	6	3 435	27	4 968	3
7	(D)	15	(D)	14	5 392	7	2 718	33	8 249	5	(D)	23	4 780	4
4	(D)	3	(D)	–	–	–	–	12	1 296	1	(D)	4	188	5
28	56 432	39	27 220	17	7 115	21	5 517	117	20 856	15	6 751	50	16 660	6
4	10 375	5	4 296	1	(D)	2	(D)	12	1 774	2	(D)	5	(D)	7
11	32 681	13	11 532	12	(D)	12	(D)	29	8 648	6	(D)	25	(D)	8
13	13 376	21	11 392	4	583	7	2 308	76	10 434	7	2 158	20	7 150	9
6	1 677	14	7 452	3	363	2	(D)	56	8 524	3	1 539	14	(D)	10
75	295 799	88	89 613	145	55 448	95	86 927	394	126 976	26	20 844	224	95 821	11
14	97 793	5	4 803	32	12 298	22	25 756	33	21 930	–	–	22	(D)	12
6	(D)	9	12 262	5	1 580	5	(D)	43	10 370	3	(D)	21	4 423	13
39	139 881	55	52 127	98	36 113	58	55 568	247	77 721	19	16 090	155	74 924	14
5	(D)	6	5 863	–	–	2	(D)	19	5 239	1	(D)	5	(D)	15
11	36 997	13	14 558	10	5 457	8	2 891	52	11 716	3	2 949	21	(D)	16
3	(D)	10	7 204	2	(D)	3	719	34	5 188	3	1 362	10	(D)	17
1	(D)	4	2 915	2	(D)	–	(D)	10	1 119	2	(D)	4	(D)	18
2	(D)	6	4 289	–	–	1	(D)	24	4 069	1	(D)	6	(D)	19
7	10 227	9	6 198	3	(D)	3	(D)	41	5 960	2	(D)	14	(D)	20
10	27 629	14	5 492	7	1 048	7	6 340	67	14 252	4	2 307	19	(D)	21
–	–	–	–	–	–	–	–	4	(D)	–	–	1	(D)	22
3	(D)	2	(D)	1	(D)	1	(D)	9	(D)	1	(D)	5	(D)	23
5	(D)	8	2 905	5	(D)	3	(D)	25	5 705	2	(D)	4	576	24
–	–	–	–	–	–	–	–	1	(D)	–	–	–	–	25
–	–	–	–	1	(D)	–	–	–	–	–	–	–	–	26
–	–	2	(D)	–	–	1	(D)	8	(D)	1	(D)	6	3 624	27
2	(D)	2	(D)	–	–	2	(D)	23	3 773	–	–	3	(D)	28
43	121 756	25	26 099	14	4 988	13	4 909	128	23 561	9	5 629	42	28 293	29
6	(D)	3	(D)	1	(D)	1	(D)	14	2 184	1	(D)	4	(D)	30
14	43 442	11	15 262	13	(D)	8	2 015	51	12 497	6	3 654	26	17 806	31
1	(D)	–	–	–	–	–	–	–	–	–	–	–	–	32
22	33 154	11	(D)	–	–	4	(D)	63	8 880	2	(D)	12	(D)	33
16	25 100	20	9 467	7	453	11	1 787	67	8 096	7	3 061	17	3 856	34
2	(D)	6	3 593	1	(D)	1	(D)	12	1 792	2	(D)	5	(D)	35
14	(D)	14	5 874	6	(D)	10	(D)	55	6 304	5	(D)	12	(D)	36
24	56 370	38	37 145	26	6 496	9	(D)	133	29 687	12	7 252	70	22 824	37
3	(D)	5	3 173	3	(D)	4	449	15	(D)	2	(D)	6	583	38
8	28 406	13	18 368	15	4 446	3	(D)	28	9 085	5	3 750	16	2 815	39
3	(D)	4	6 282	5	829	–	–	44	(D)	2	(D)	33	9 031	40
10	15 026	16	9 322	3	(D)	2	(D)	46	8 710	3	936	15	10 395	41
7	22 809	10	5 336	10	4 481	5	1 547	43	8 781	5	1 647	6	(D)	42
7	22 809	5	3 864	10	4 481	5	1 547	27	7 447	3	(D)	5	(D)	43
–	–	5	1 472	–	–	–	–	16	1 334	2	(D)	1	(D)	44
104	545 150	188	182 697	258	129 394	160	195 149	775	275 058	70	67 471	546	280 252	45
2	(D)	3	(D)	–	–	–	–	9	1 526	1	(D)	3	(D)	46
2	(D)	4	8 058	1	(D)	8	(D)	9	3 106	1	(D)	6	5 361	47
1	(D)	2	(D)	–	–	1	(D)	11	2 720	1	(D)	6	(D)	48
45	312 454	97	81 007	213	111 351	110	95 988	484	194 546	40	49 140	369	162 274	49
8	12 444	10	9 413	3	(D)	4	(D)	33	9 142	4	3 552	27	16 724	50
7	5 009	8	8 300	9	3 767	6	1 819	30	9 007	3	1 562	19	(D)	51
1	(D)	3	1 491	1	(D)	2	(D)	5	1 234	–	–	10	4 277	52
3	(D)	3	(D)	–	–	–	–	7	1 462	2	(D)	6	(D)	53
4	23 448	6	4 451	4	611	3	(D)	27	5 526	2	(D)	21	3 735	54
6	61 033	11	10 040	5	(D)	6	(D)	29	8 526	4	(D)	22	(D)	55
5	(D)	5	4 863	–	–	1	(D)	8	1 552	–	–	5	(D)	56
1	(D)	6	4 366	4	1 410	2	(D)	13	3 386	1	(D)	5	(D)	57
21	40 047	30	39 207	18	9 904	17	14 664	110	33 325	11	3 331	47	(D)	58
33	49 961	28	19 495	37	9 985	23	6 553	159	31 073	11	6 391	75	23 669	59
17	29 465	10	7 521	25	7 528	13	4 935	49	15 037	3	2 030	34	(D)	60
–	–	–	–	–	–	–	–	1	(D)	–	–	–	–	61
2	(D)	2	(D)	1	(D)	1	(D)	9	(D)	2	(D)	4	(D)	62
3	10 770	3	928	3	(D)	2	(D)	16	1 701	1	(D)	4	1 469	63
3	(D)	1	(D)	–	–	1	(D)	1	(D)	–	–	9	(D)	64
–	–	3	3 293	4	702	2	(D)	11	4 223	1	(D)	4	(D)	65
8	7 686	9	5 395	4	1 147	4	817	72	8 435	4	2 102	20	(D)	66
20	30 190	26	12 144	40	7 743	11	4 726	99	24 938	5	4 013	99	16 822	67
16	(D)	13	6 497	9	3 131	2	(D)	41	9 260	4	(D)	37	11 035	68
4	(D)	13	5 647	31	4 612	9	(D)	58	15 678	1	(D)	62	5 787	69
16	49 383	35	22 579	21	7 595	14	3 431	145	27 490	8	7 704	57	(D)	70
14	(D)	23	17 157	21	7 595	11	(D)	95	23 279	8	7 704	52	(D)	71
2	(D)	12	5 422	–	–	3	(D)	50	4 211	–	–	5	(D)	72
12	21 040	22	14 371	19	3 419	10	3 043	76	16 658	7	4 594	25	5 569	73
7	14 965	10	9 355	16	(D)	8	(D)	35	11 386	6	(D)	21	(D)	74
5	6 075	12	5 016	3	(D)	2	(D)	41	5 272	1	(D)	4	(D)	75
25	57 147	60	51 354	86	28 041	54	30 581	180	63 882	14	12 390	125	44 290	76
1	(D)	2	(D)	–	–	–	–	7	(D)	–	–	3	(D)	77
20	(D)	52	46 410	82	26 898	52	(D)	144	59 413	12	(D)	113	41 715	78
4	(D)	6	(D)	4	1 143	2	(D)	29	(D)	2	(D)	9	(D)	79
2	(D)	1	(D)	–	–	–	–	12	1 595	2	(D)	3	(D)	80

Table 5. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

(Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including

	Geographic area	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)	Kind-of-business groups: Building materials and garden supplies stores (SIC 52) Number	Building materials and garden supplies stores (SIC 52) Sales ($1,000)	General merchandise stores (SIC 53) Number	General merchandise stores (SIC 53) Sales ($1,000)	Food stores (SIC 54) Number	Food stores (SIC 54) Sales ($1,000)
	Wisconsin—Con.													
1	Fond du Lac County	580	480 952	55 391	12 946	6 793	199	34	28	20 393	15	87 217	54	87 346
2	Fond du Lac	361	357 026	41 260	9 697	4 873	94	17	13	13 746	11	(D)	25	58 189
3	North Fond du Lac	13	4 187	557	132	74	7	1	–	–	–	–	1	(D)
4	Ripon	72	49 774	6 167	1 421	790	25	5	6	(D)	1	(D)	6	12 116
5	Waupun (part) ▲	30	23 583	2 417	553	277	15	1	2	(D)	2	(D)	2	(D)
6	Balance of county	104	46 382	4 990	1 143	779	58	10	7	3 256	1	(D)	20	9 446
7	Forest County	68	19 920	2 011	423	324	40	5	4	1 269	4	356	10	10 699
8	Grant County	364	201 278	23 234	5 346	2 906	206	37	26	17 646	11	19 644	38	50 693
9	Boscobel	46	29 345	3 017	693	356	24	6	3	(D)	3	2 334	5	9 509
10	Lancaster	40	36 665	3 931	905	452	23	3	3	2 099	2	(D)	4	(D)
11	Platteville	88	72 239	9 431	2 148	1 124	42	6	3	(D)	4	(D)	6	(D)
12	Balance of county	190	63 009	6 855	1 600	974	117	22	17	9 384	2	(D)	23	15 371
13	Green County	231	301 389	39 610	7 971	2 840	97	19	14	7 782	7	19 112	21	36 757
14	Brodhead	27	15 717	1 709	402	184	10	3	1	(D)	1	(D)	2	(D)
15	Monroe	137	250 486	33 873	6 759	2 160	56	12	6	9 561	5	(D)	11	28 493
16	Balance of county	67	35 186	4 028	810	496	31	4	7	(D)	1	(D)	8	(D)
17	Green Lake County	136	76 021	9 363	2 197	1 186	67	12	11	3 925	4	1 971	15	19 568
18	Berlin (part) ▲	51	43 182	5 125	1 378	594	22	2	1	(D)	3	(D)	5	10 797
19	Balance of county	85	32 839	4 238	819	592	45	10	10	(D)	1	(D)	10	8 771
20	Iowa County	133	361 059	26 999	5 893	2 130	62	19	10	(D)	5	(D)	13	(D)
21	Dodgeville	41	(D)	(D)	(D)	(D)	18	3	1	(D)	2	(D)	3	(D)
22	Balance of county	92	(D)	(D)	(D)	(D)	44	16	9	(D)	3	(D)	10	(D)
23	Iron County	66	33 134	3 050	733	448	30	5	4	2 962	2	(D)	6	12 572
24	Jackson County	138	70 831	7 673	1 767	1 048	76	8	11	5 945	5	1 152	15	16 648
25	Black River Falls	67	49 296	5 348	1 203	709	30	4	4	(D)	3	(D)	6	13 384
26	Balance of county	71	21 535	2 325	564	339	46	4	7	(D)	2	(D)	9	3 264
27	Jefferson County	410	299 532	33 627	7 781	4 498	193	31	25	16 575	14	48 650	31	68 886
28	Fort Atkinson	88	86 010	9 372	2 155	1 204	38	3	7	4 580	2	(D)	8	21 209
29	Jefferson	68	35 356	3 903	933	519	37	4	4	630	1	(D)	4	(D)
30	Lake Mills	30	17 289	2 156	504	364	15	4	1	(D)	4	463	2	(D)
31	Watertown (part) ▲	130	(D)	(D)	(D)	(D)	46	13	6	(D)	7	(D)	7	(D)
32	Whitewater (part) ▲	3	(D)	(D)	(D)	(D)	1	–	1	(D)	–	–	–	–
33	Balance of county	91	28 576	4 772	1 063	808	56	7	6	2 094	–	–	10	5 373
34	Juneau County	167	86 539	8 912	2 015	1 150	89	13	19	8 427	9	2 606	14	15 380
35	Mauston	58	46 528	4 452	1 003	522	31	2	8	5 486	4	2 223	3	(D)
36	Balance of county	109	40 011	4 460	1 012	628	58	11	11	2 941	5	383	11	(D)
37	Kenosha County	753	572 066	69 381	15 708	7 830	246	47	30	23 046	10	57 742	66	110 155
38	Kenosha	580	411 150	51 867	11 964	6 131	190	37	21	(D)	7	(D)	50	85 487
39	Twin Lakes	31	27 919	3 075	616	249	7	2	4	(D)	1	(D)	2	(D)
40	Balance of county	142	132 997	14 439	3 126	1 450	49	8	5	4 201	2	(D)	14	(D)
41	Kewaunee County	124	62 352	6 809	1 514	918	59	12	6	3 768	2	(D)	15	16 457
42	Algoma	42	25 949	2 559	561	316	20	2	2	(D)	1	(D)	4	(D)
43	Kewaunee	30	17 289	2 087	473	310	13	3	2	(D)	1	(D)	4	(D)
44	Balance of county	52	19 114	2 163	480	292	26	7	2	(D)	–	–	7	4 571
45	La Crosse County	732	670 488	80 089	18 916	10 562	214	47	26	32 135	14	113 036	61	102 635
46	La Crosse	586	546 215	67 469	15 884	8 545	154	39	18	26 849	10	(D)	43	71 378
47	Onalaska	50	59 988	6 423	1 620	1 159	14	3	2	(D)	1	(D)	3	(D)
48	West Salem	18	14 287	1 133	267	124	13	1	2	(D)	1	(D)	2	(D)
49	Balance of county	78	49 998	5 064	1 145	734	33	4	4	1 211	2	(D)	13	(D)
50	Lafayette County	96	38 178	4 244	886	467	62	6	10	4 674	2	(D)	10	10 284
51	Langlade County	144	105 129	11 083	2 584	1 224	55	14	9	4 682	5	13 565	16	24 591
52	Antigo	118	97 572	10 297	2 423	1 113	43	10	6	(D)	5	13 565	12	23 976
53	Balance of county	26	7 557	786	161	111	12	4	3	(D)	–	–	4	615
54	Lincoln County	187	116 811	12 588	2 841	1 558	89	5	11	6 230	8	7 173	16	33 322
55	Merrill	94	69 669	7 641	1 732	950	38	4	5	3 081	6	(D)	10	15 509
56	Tomahawk	76	40 075	4 297	978	493	40	1	5	(D)	2	(D)	5	(D)
57	Balance of county	17	7 067	650	131	115	11	–	1	(D)	–	–	1	(D)
58	Manitowoc County	494	331 607	39 803	9 242	5 423	220	35	27	15 085	12	48 322	52	88 094
59	Kiel (part) ▲	26	(D)	(D)	(D)	(D)	10	3	2	(D)	1	(D)	5	6 684
60	Manitowoc	282	220 346	26 268	6 191	3 497	109	17	13	8 293	10	(D)	26	54 664
61	Two Rivers	94	58 955	7 122	1 623	970	40	7	3	(D)	1	(D)	7	16 774
62	Balance of county	92	(D)	(D)	(D)	(D)	61	8	9	3 605	–	–	14	9 972
63	Marathon County	691	638 237	70 212	16 154	8 200	232	38	54	52 638	13	113 274	64	120 297
64	Marshfield (part) ▲	1	(D)	(D)	(D)	(D)	1	–	–	–	–	–	–	–
65	Mosinee	41	25 935	2 542	595	319	24	–	3	(D)	1	(D)	7	8 304
66	Rothschild	23	27 899	3 029	687	424	9	1	1	(D)	1	(D)	1	(D)
67	Wausau	374	382 192	43 710	10 055	4 923	107	19	20	29 761	9	(D)	27	(D)
68	Balance of county	252	(D)	(D)	(D)	(D)	91	18	30	20 039	2	(D)	29	49 008
69	Marinette County	316	186 386	20 885	4 733	2 674	140	20	18	12 932	9	18 468	35	45 423
70	Marinette	146	107 088	12 365	2 840	1 417	40	8	8	7 652	5	(D)	12	(D)
71	Peshtigo	26	14 093	1 755	399	228	11	1	1	(D)	–	–	1	(D)
72	Balance of county	144	65 215	6 765	1 494	1 029	89	11	9	(D)	4	(D)	22	26 168
73	Marquette County	83	29 572	3 130	690	439	51	8	5	2 255	6	915	10	7 998
74	Menominee County	13	3 328	364	74	65	8	1	–	–	1	(D)	1	(D)
75	Milwaukee County	5 680	5 839 616	723 002	169 170	80 363	1 393	246	197	219 979	89	751 950	548	1 107 595
76	Bayside (part) ▲	31	17 184	2 399	692	247	9	1	1	(D)	–	–	4	4 893
77	Brown Deer	51	66 467	6 598	1 570	920	12	6	1	(D)	3	(D)	6	(D)
78	Cudahy	111	104 340	11 537	2 722	1 388	35	5	5	3 851	4	(D)	8	31 187
79	Fox Point	57	25 658	4 148	971	523	10	2	1	(D)	–	–	3	(D)
80	Franklin	61	61 087	6 448	1 383	641	20	3	9	18 354	–	–	6	(D)

revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Kind-of-business groups—Con.												
Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture and homefurnishings stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores (SIC 59 ex. 591)		
Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	
49	114 768	47	37 585	53	17 015	38	15 445	181	52 893	19	18 684	96	29 606	1
28	78 235	30	24 728	39	14 122	26	11 263	106	39 444	13	13 557	70	(D)	2
–	–	–	–	–	–	1	(D)	8	647	–	–	3	(D)	3
6	(D)	4	2 743	9	1 367	3	630	23	7 147	2	(D)	12	2 042	4
3	(D)	6	4 613	–	–	5	(D)	5	522	2	(D)	3	(D)	5
12	17 646	7	5 501	5	1 526	3	773	39	5 133	2	(D)	8	(D)	6
1	(D)	9	3 441	–	–	1	(D)	31	2 172	3	(D)	5	(D)	7
28	43 059	45	22 347	22	4 172	19	6 339	126	24 145	11	5 233	38	8 000	8
5	8 776	4	(D)	6	(D)	2	(D)	12	1 996	1	(D)	5	(D)	9
4	14 159	3	(D)	4	756	3	(D)	9	2 487	2	(D)	6	1 364	10
8	10 673	11	4 330	11	2 778	5	1 464	24	10 760	3	(D)	13	2 224	11
11	9 451	27	11 808	1	(D)	9	2 877	81	8 902	5	1 284	14	(D)	12
19	48 355	19	14 139	21	4 735	14	(D)	66	14 214	7	(D)	43	(D)	13
3	(D)	4	2 165	2	(D)	3	(D)	6	1 007	1	(D)	4	(D)	14
11	27 994	8	5 586	17	4 376	8	(D)	32	8 773	5	(D)	34	(D)	15
5	(D)	7	6 388	2	(D)	3	(D)	28	4 434	1	(D)	5	(D)	16
12	21 251	15	8 243	6	4 429	8	1 843	39	9 033	6	2 223	20	3 535	17
5	15 364	4	2 938	6	4 429	5	(D)	14	3 039	3	(D)	5	(D)	18
7	5 887	11	5 305	–	–	3	(D)	25	5 994	3	(D)	15	(D)	19
11	(D)	13	(D)	9	(D)	6	(D)	46	(D)	5	(D)	15	(D)	20
4	(D)	5	(D)	4	(D)	3	(D)	9	(D)	2	(D)	8	(D)	21
7	(D)	8	(D)	5	(D)	3	(D)	37	(D)	3	(D)	7	(D)	22
4	(D)	9	3 132	–	–	2	(D)	28	3 640	3	972	8	(D)	23
12	11 396	17	20 033	8	1 986	3	557	48	8 785	2	(D)	17	(D)	24
3	2 318	11	17 153	7	(D)	3	557	17	5 697	2	(D)	11	(D)	25
9	9 078	6	2 880	1	(D)	–	–	31	3 088	–	–	6	(D)	26
30	52 111	42	31 481	23	8 511	17	11 338	155	39 761	11	7 671	62	14 548	27
8	17 937	8	5 415	7	1 405	4	(D)	22	11 241	4	(D)	18	5 822	28
9	7 734	7	6 546	4	(D)	3	7 168	26	4 815	2	(D)	8	(D)	29
1	(D)	6	(D)	1	(D)	–	–	11	2 667	2	(D)	2	(D)	30
10	(D)	10	(D)	9	6 072	7	(D)	46	(D)	2	(D)	26	(D)	31
–	–	–	–	–	–	–	–	2	(D)	–	–	–	–	32
2	(D)	11	5 685	2	(D)	3	435	48	10 591	1	(D)	8	1 384	33
12	11 453	23	32 458	8	905	6	2 064	57	8 499	5	2 765	14	1 982	34
4	(D)	9	11 669	5	587	2	(D)	13	2 994	2	(D)	8	(D)	35
8	(D)	14	20 789	3	318	4	(D)	44	5 505	3	(D)	6	(D)	36
43	85 533	70	58 058	65	31 384	59	24 044	271	67 189	17	16 368	122	98 547	37
32	62 754	48	42 020	60	29 767	51	22 465	195	51 087	15	(D)	101	(D)	38
2	(D)	3	1 742	–	–	1	(D)	17	2 606	1	(D)	–	–	39
9	(D)	19	14 296	5	1 617	7	(D)	59	13 496	1	(D)	21	(D)	40
8	18 022	12	8 062	6	774	10	2 523	46	7 890	4	1 146	15	(D)	41
4	(D)	4	(D)	3	(D)	5	(D)	12	1 856	3	(D)	4	(D)	42
2	(D)	2	(D)	1	(D)	1	(D)	12	2 556	1	(D)	4	(D)	43
2	(D)	6	3 923	2	(D)	4	1 501	22	3 478	–	–	7	(D)	44
44	158 081	51	45 558	76	28 230	53	39 841	252	79 286	18	16 769	137	54 917	45
31	129 970	37	31 996	70	27 058	42	30 028	204	65 704	13	13 365	118	(D)	46
2	(D)	7	7 886	3	786	7	8 989	15	5 987	1	(D)	9	(D)	47
4	(D)	1	(D)	–	–	–	–	4	767	1	(D)	3	254	48
7	17 611	6	(D)	3	386	4	824	29	6 828	3	(D)	7	5 696	49
6	8 473	16	6 273	6	976	4	(D)	32	(D)	3	(D)	7	(D)	50
14	27 475	15	12 820	12	3 302	6	1 421	44	9 215	4	3 810	19	4 248	51
12	(D)	12	11 568	12	3 302	6	1 421	31	7 317	4	3 810	18	(D)	52
2	(D)	3	1 252	–	–	–	–	13	1 898	–	–	1	(D)	53
15	26 038	22	16 582	11	2 594	10	2 844	59	10 529	9	4 952	26	6 547	54
5	(D)	11	9 844	5	1 803	9	(D)	25	6 452	5	3 420	13	(D)	55
8	(D)	10	(D)	6	791	1	(D)	23	(D)	4	1 532	12	(D)	56
2	(D)	1	(D)	–	–	–	–	11	(D)	–	–	1	(D)	57
35	64 685	48	29 960	34	7 352	24	11 466	169	36 808	12	9 898	81	19 937	58
1	(D)	3	933	–	–	2	(D)	9	(D)	1	(D)	2	(D)	59
17	41 602	25	14 405	28	5 334	16	7 532	89	21 165	6	6 951	52	(D)	60
14	13 430	9	7 363	6	2 018	4	2 336	30	(D)	4	(D)	16	(D)	61
3	(D)	11	7 259	–	–	2	(D)	41	7 758	1	(D)	11	(D)	62
48	141 961	56	43 010	68	24 933	45	28 512	217	54 819	17	8 719	109	45 074	63
1	(D)	–	–	–	–	–	–	–	–	–	–	–	–	64
4	(D)	4	(D)	–	–	2	(D)	16	1 842	1	(D)	3	(D)	65
–	–	3	(D)	4	(D)	1	(D)	8	2 684	–	–	4	(D)	66
14	75 101	26	18 313	59	22 307	28	19 935	108	28 355	11	7 618	72	(D)	67
29	(D)	23	23 879	5	(D)	14	(D)	85	21 938	5	(D)	30	(D)	68
15	36 336	37	17 906	20	9 238	20	5 695	107	17 751	6	5 540	49	17 097	69
7	20 608	16	8 617	16	8 673	11	3 934	39	8 164	2	(D)	30	(D)	70
1	(D)	6	3 622	–	–	3	1 045	8	1 547	1	(D)	5	1 455	71
7	(D)	15	5 667	4	565	6	716	60	8 040	3	(D)	14	(D)	72
5	4 872	6	3 697	2	(D)	1	(D)	40	6 628	1	(D)	7	(D)	73
–	–	1	(D)	2	(D)	–	–	6	1 098	–	–	2	(D)	74
235	1 124 176	416	407 052	583	309 983	417	392 615	1 933	674 132	221	256 261	1 041	595 873	75
–	–	4	3 539	4	(D)	3	434	5	1 717	1	(D)	•9	4 141	76
–	–	4	2 438	5	(D)	5	(D)	17	6 196	3	(D)	7	2 692	77
11	(D)	10	8 494	2	(D)	6	(D)	39	9 565	4	3 052	22	6 149	78
–	–	2	(D)	12	2 865	4	1 954	15	4 453	4	3 135	16	3 297	79
2	(D)	6	8 663	2	(D)	3	(D)	23	6 442	1	(D)	9	1 522	80

Table 5. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including

	Geographic area	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)	Kind-of-business groups: Building materials and garden supplies stores (SIC 52) Number	Building materials and garden supplies stores (SIC 52) Sales ($1,000)	General merchandise stores (SIC 53) Number	General merchandise stores (SIC 53) Sales ($1,000)	Food stores (SIC 54) Number	Food stores (SIC 54) Sales ($1,000)
	Wisconsin—Con.													
	Milwaukee County—Con.													
1	Glendale	188	222 389	28 782	6 782	2 917	23	9	2	(D)	3	45 976	14	27 195
2	Greendale	156	230 386	27 611	6 643	3 488	9	2	1	(D)	7	122 724	14	24 943
3	Greenfield	199	404 311	43 009	10 372	4 456	29	6	8	5 749	2	(D)	13	52 325
4	Hales Corners	128	132 388	14 303	3 269	1 805	34	12	10	5 679	2	(D)	8	(D)
5	Milwaukee (part) ▲	3 419	2 987 441	392 308	93 007	45 603	898	130	103	119 912	52	333 639	362	644 683
6	Oak Creek	84	143 516	15 133	3 506	1 568	30	8	5	5 800	1	(D)	4	(D)
7	St. Francis	20	21 168	2 451	562	308	6	1	2	(D)	-	-	2	(D)
8	Shorewood	77	59 656	8 685	1 959	929	15	3	3	(D)	-	-	7	18 315
9	South Milwaukee	82	46 804	6 769	1 540	824	20	9	6	1 864	-	-	8	(D)
10	Wauwatosa	425	650 066	79 804	17 341	7 321	79	13	19	23 637	6	84 779	36	64 122
11	West Allis	504	612 875	64 624	14 882	6 542	145	33	21	27 703	8	78 941	46	105 823
12	West Milwaukee	26	(D)	(D)	(D)	(D)	9	-	-	-	-	-	2	(D)
13	Whitefish Bay	59	44 390	6 159	1 402	652	10	3	-	-	1	(D)	5	(D)
14	Balance of county	2	(D)	(D)	(D)	(D)	-	-	-	-	-	-	-	-
15	Monroe County	236	167 037	17 950	4 316	2 306	117	13	23	16 965	11	24 044	18	38 051
16	Sparta	81	59 178	6 292	1 595	802	40	3	6	4 111	6	(D)	7	16 988
17	Tomah	86	79 300	8 612	2 061	1 094	38	5	8	5 713	4	13 505	6	18 630
18	Balance of county	69	28 559	3 046	660	410	39	5	9	7 141	1	(D)	5	2 433
19	Oconto County	178	89 183	8 986	2 066	1 181	107	16	12	9 630	5	1 563	33	27 133
20	Oconto	39	26 502	2 779	638	330	15	4	5	6 381	1	(D)	8	(D)
21	Oconto Falls	28	25 160	1 942	450	202	14	4	1	(D)	1	(D)	4	(D)
22	Balance of county	111	37 521	4 265	978	649	78	8	6	(D)	3	(D)	21	12 680
23	Oneida County	349	215 106	24 726	5 594	2 609	118	25	22	15 254	10	22 204	25	40 256
24	Rhinelander	166	122 053	13 596	3 325	1 543	56	8	9	5 907	5	15 012	9	19 818
25	Balance of county	183	93 053	11 130	2 269	1 066	62	17	13	9 347	5	7 192	16	20 438
26	Outagamie County	895	915 802	105 034	24 830	12 041	312	55	49	74 312	23	(D)	68	136 440
27	Appleton (part) ▲	439	354 173	43 404	10 233	5 026	150	27	16	(D)	5	(D)	27	(D)
28	Combined Locks	8	5 889	835	204	101	1	2	1	(D)	-	-	-	-
29	Kaukauna	69	62 737	6 525	1 498	771	36	4	3	(D)	1	(D)	7	12 199
30	Kimberly	28	39 091	4 383	1 052	593	10	-	2	(D)	3	(D)	3	(D)
31	Little Chute	64	49 223	5 919	1 496	797	22	8	3	1 824	2	(D)	4	(D)
32	New London (part) ▲	6	9 742	1 189	252	118	-	-	1	(D)	-	-	1	(D)
33	Seymour	33	22 974	2 467	559	288	20	2	3	(D)	2	(D)	5	(D)
34	Balance of county	248	371 973	40 312	9 536	4 347	73	12	20	36 332	10	93 761	21	34 813
35	Ozaukee County	423	371 054	44 985	10 453	4 970	135	17	30	32 096	7	16 744	36	72 321
36	Bayside (part) ▲	-	-	-	-	-	-	-	-	-	-	-	-	-
37	Cedarburg	99	105 251	11 874	2 802	1 091	35	7	7	(D)	2	(D)	6	(D)
38	Grafton	78	68 316	8 245	1 977	987	22	3	1	(D)	3	(D)	7	20 472
39	Mequon	80	61 754	9 164	2 041	1 093	17	2	9	6 719	-	-	4	(D)
40	Port Washington	71	60 811	7 073	1 676	866	28	2	3	(D)	1	(D)	10	13 086
41	Saukville	14	11 873	858	177	109	9	-	-	-	-	-	1	(D)
42	Thiensville	49	41 713	5 538	1 254	547	14	1	5	1 338	-	-	3	(D)
43	Balance of county	32	21 336	2 233	526	277	10	2	5	2 252	1	(D)	5	4 040
44	Pepin County	62	30 432	3 204	740	381	38	1	3	(D)	1	(D)	6	6 977
45	Pierce County	244	123 243	13 572	2 979	1 951	116	17	19	9 793	4	767	22	26 584
46	Prescott	25	12 770	1 576	323	250	10	2	1	(D)	1	(D)	2	(D)
47	River Falls (part) ▲	82	55 886	6 513	1 530	989	34	6	4	5 808	-	-	8	15 412
48	Balance of county	137	54 587	5 483	1 126	712	72	9	14	(D)	3	(D)	12	(D)
49	Polk County	260	136 869	15 750	3 484	1 812	128	9	25	17 384	9	2 601	29	37 850
50	Portage County	377	327 560	38 441	8 744	5 031	161	35	24	22 533	9	50 767	33	54 706
51	Plover	56	22 258	3 129	836	581	25	5	6	1 583	1	(D)	4	5 674
52	Stevens Point	269	265 090	31 157	7 028	3 973	101	26	11	10 011	5	(D)	21	44 900
53	Balance of county	52	40 212	4 155	880	477	35	4	7	10 939	3	(D)	8	4 132
54	Price County	135	56 761	6 289	1 387	715	73	3	11	4 558	4	1 130	16	19 327
55	Park Falls	56	24 434	2 814	626	310	30	1	3	1 726	1	(D)	7	9 311
56	Balance of county	79	32 327	3 475	761	405	43	2	8	2 832	3	(D)	9	10 016
57	Racine County	1 095	1 041 456	117 129	27 350	13 302	353	80	53	67 649	21	139 496	122	191 449
58	Burlington (part) ▲	126	(D)	(D)	(D)	(D)	40	7	10	9 107	4	(D)	6	(D)
59	Racine	670	570 426	71 637	16 917	8 707	185	51	21	19 810	12	119 103	84	134 108
60	Sturtevant	42	43 386	4 275	844	499	12	4	3	(D)	-	-	4	(D)
61	Union Grove	35	32 515	2 698	639	241	15	2	6	(D)	1	(D)	2	(D)
62	Balance of county	222	(D)	(D)	(D)	(D)	101	16	13	32 220	4	(D)	26	35 216
63	Richland County	123	74 250	7 444	1 741	934	61	9	9	4 909	3	(D)	20	19 507
64	Richland Center	90	69 167	6 921	1 613	845	38	6	7	(D)	3	(D)	11	17 783
65	Balance of county	33	5 083	523	128	89	23	3	2	(D)	-	-	9	1 724
66	Rock County	911	850 789	96 625	22 343	10 984	326	61	43	55 909	19	118 234	74	179 020
67	Beloit	257	289 684	30 614	7 061	3 543	70	15	10	12 394	8	(D)	23	77 961
68	Edgerton	43	31 494	3 634	804	321	20	5	4	(D)	-	-	5	9 034
69	Evansville	33	17 096	1 452	362	200	22	2	3	753	2	(D)	4	(D)
70	Janesville	433	451 398	53 725	12 444	5 975	135	29	20	29 497	8	72 168	29	79 864
71	Milton	39	13 338	2 042	432	279	28	2	1	(D)	-	-	2	(D)
72	Balance of county	106	47 779	5 158	1 240	666	51	8	5	(D)	1	(D)	11	4 719
73	Rusk County	95	45 224	4 566	1 021	572	50	3	8	5 940	2	(D)	5	14 266
74	Ladysmith	65	34 224	3 504	789	438	32	3	3	1 774	2	(D)	3	(D)
75	Balance of county	30	11 000	1 062	232	134	18	-	5	4 166	-	-	2	(D)
76	St. Croix County	279	230 995	22 378	5 219	2 832	107	24	13	11 553	11	21 653	26	46 677
77	Hudson	90	100 331	9 232	2 198	1 126	26	9	3	(D)	3	(D)	9	20 577
78	New Richmond	58	59 458	5 605	1 309	682	21	4	3	(D)	4	5 169	5	10 960
79	River Falls (part) ▲	4	(D)	(D)	(D)	(D)	1	-	-	-	-	-	-	-
80	Balance of county	127	(D)	(D)	(D)	(D)	59	11	7	4 084	4	(D)	12	15 140

revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Kind-of-business groups—Con.													
Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture and homefurnishings stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores (SIC 59 ex. 591)		
Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	
10	67 762	11	12 055	45	19 802	17	11 315	42	21 959	9	4 696	35	(D)	1
1	(D)	3	5 476	60	37 575	10	4 173	18	8 845	3	4 654	39	(D)	2
21	142 670	12	16 917	21	21 133	24	51 957	59	34 764	7	18 690	32	(D)	3
6	(D)	13	11 898	6	2 088	13	4 305	39	14 549	6	5 892	25	12 410	4
132	453 830	259	229 980	307	157 253	212	172 623	1 302	439 186	131	146 792	559	289 543	5
4	3 694	9	23 819	5	(D)	4	(D)	33	11 921	2	(D)	17	9 093	6
–	–	1	(D)	–	–	3	(D)	6	(D)	1	(D)	5	(D)	7
2	(D)	8	7 617	7	3 404	8	(D)	18	6 765	6	7 213	18	4 608	8
1	(D)	7	5 827	6	1 289	3	(D)	28	6 798	5	5 005	18	6 960	9
13	185 250	23	26 494	62	31 482	50	51 494	92	49 092	18	21 323	106	132 399	10
31	191 622	38	36 306	22	8 534	43	39 643	181	48 474	18	20 359	96	55 470	11
1	(D)	2	(D)	1	(D)	1	(D)	15	1 734	–	–	4	(D)	12
–	–	3	2 241	16	7 438	8	6 525	1	(D)	2	(D)	23	6 689	13
–	–	1	(D)	–	–	–	–	–	–	–	–	1	(D)	14
17	26 945	30	21 168	13	3 362	10	5 295	86	17 919	5	4 207	23	8 081	15
4	(D)	10	5 360	5	2 076	2	(D)	31	5 828	2	(D)	8	(D)	16
5	(D)	13	11 399	8	1 286	5	1 334	24	7 619	2	(D)	11	4 824	17
8	7 291	7	4 409	–	–	3	(D)	31	4 472	1	(D)	4	(D)	18
12	21 276	15	7 724	1	(D)	8	1 490	71	11 795	5	2 425	16	(D)	19
2	(D)	3	(D)	1	(D)	–	–	12	2 684	2	(D)	5	(D)	20
5	14 393	3	(D)	–	–	2	(D)	9	575	2	(D)	1	(D)	21
5	(D)	9	4 745	–	–	6	(D)	50	8 536	1	(D)	10	3 800	22
–	–	1	(D)	–	–	–	–	–	–	1	(D)	2	(D)	32
6	7 749	1	(D)	–	–	2	(D)	9	(D)	1	(D)	4	618	33
25	110 876	14	15 507	28	15 238	14	10 641	71	30 022	2	(D)	43	(D)	34
27	115 349	38	33 226	27	8 304	35	17 143	122	36 196	14	13 369	87	26 306	35
–	–	–	–	–	–	–	–	–	–	–	–	–	–	36
7	44 720	9	8 358	5	1 662	9	3 432	27	6 476	2	(D)	25	8 630	37
5	10 932	7	5 794	7	1 878	7	(D)	26	5 895	3	(D)	12	2 354	38
2	(D)	5	5 599	6	2 734	9	3 693	25	9 481	1	(D)	19	7 802	39
5	22 994	6	5 666	5	583	4	2 146	24	10 128	3	2 913	10	(D)	40
1	(D)	4	2 697	–	–	–	–	5	533	1	(D)	2	(D)	41
4	(D)	3	1 915	4	1 447	4	5 758	11	2 898	2	(D)	13	3 937	42
3	7 874	4	3 197	–	–	2	(D)	4	785	2	(D)	6	1 823	43
7	11 110	6	3 263	2	(D)	6	1 671	25	3 264	2	(D)	4	(D)	44
16	25 831	23	16 250	9	1 858	12	5 443	89	17 329	10	5 987	40	11 401	45
–	–	3	3 154	1	(D)	–	–	9	3 031	1	(D)	7	(D)	46
7	10 219	6	4 894	7	(D)	5	2 371	26	7 895	4	3 502	15	(D)	47
9	15 612	14	10 202	1	(D)	7	3 072	54	6 403	5	(D)	19	(D)	48
16	20 647	23	11 916	13	2 122	18	5 649	88	16 250	11	6 075	28	16 375	49
18	56 925	18	17 368	32	11 441	24	15 224	138	40 070	7	4 856	74	53 670	50
2	(D)	3	(D)	9	(D)	1	(D)	18	4 828	1	(D)	11	2 052	51
13	(D)	11	11 748	22	7 624	19	14 189	101	31 278	5	(D)	61	(D)	52
3	(D)	4	(D)	1	(D)	4	(D)	19	3 964	1	(D)	2	(D)	53
9	11 816	14	5 772	13	2 196	7	1 426	40	4 288	4	2 215	17	4 033	54
3	3 651	6	3 173	10	1 445	2	(D)	14	1 595	2	(D)	8	1 094	55
6	8 165	8	2 599	3	751	5	(D)	26	2 693	2	(D)	9	2 939	56
82	271 300	83	79 943	89	42 395	80	54 779	355	96 575	33	34 548	177	63 321	57
13	62 940	10	9 814	10	4 113	12	7 301	35	10 564	6	6 770	20	(D)	58
37	57 475	42	40 412	74	36 711	56	38 013	204	59 985	21	23 487	119	41 322	59
8	19 687	5	8 295	–	–	3	(D)	15	4 570	1	(D)	3	2 574	60
3	16 432	6	2 793	1	(D)	1	(D)	8	1 069	1	(D)	6	1 368	61
21	114 766	20	13 629	4	(D)	8	6 099	93	20 367	4	(D)	29	(D)	62
14	20 175	9	6 080	8	3 080	6	1 505	32	4 681	4	2 131	18	(D)	63
12	(D)	7	(D)	7	(D)	5	(D)	19	4 019	4	2 131	15	(D)	64
2	(D)	2	(D)	1	(D)	1	(D)	13	862	–	–	3	(D)	65
51	195 892	83	74 247	88	25 752	64	35 557	301	85 630	29	28 825	159	51 673	66
15	58 455	28	31 440	21	7 427	22	9 422	87	28 096	8	10 463	35	(D)	67
3	(D)	5	8 427	1	(D)	2	(D)	15	2 482	2	(D)	6	1 909	68
2	(D)	2	(D)	2	(D)	1	(D)	11	1 172	1	(D)	5	(D)	69
22	112 588	39	30 533	56	16 487	31	22 786	125	42 696	13	14 355	90	30 424	70
–	–	4	2 120	4	448	1	(D)	19	3 692	1	(D)	7	2 924	71
9	(D)	5	(D)	4	1 163	7	3 145	44	7 562	4	1 376	16	7 591	72
5	3 969	13	6 542	9	2 238	5	613	31	(D)	4	2 421	13	3 562	73
5	3 969	10	5 694	8	(D)	5	613	16	(D)	3	(D)	10	(D)	74
–	–	3	848	1	(D)	–	–	15	(D)	1	(D)	3	(D)	75
24	67 362	33	38 100	15	2 882	12	4 189	97	23 378	7	3 656	11	11 545	76
8	25 799	9	16 342	7	1 538	5	(D)	27	8 135	2	(D)	17	(D)	77
5	24 137	7	(D)	3	332	2	(D)	18	(D)	2	(D)	9	(D)	78
–	–	1	(D)	–	–	–	–	1	(D)	–	–	2	(D)	79
11	17 426	16	12 882	5	1 012	5	1 439	51	9 415	3	(D)	13	2 929	80

Table 5. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including

	Geographic area	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses		Kind-of-business groups					
							Individual proprietorships (number)	Partnerships (number)	Building materials and garden supplies stores (SIC 52)		General merchandise stores (SIC 53)		Food stores (SIC 54)	
									Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)
	Wisconsin—Con.													
1	Sauk County	383	267 384	30 539	6 828	3 675	149	33	35	23 305	10	22 853	39	71 308
2	Baraboo	117	100 550	10 976	2 418	1 321	46	8	10	9 500	6	(D)	9	30 768
3	Reedsburg	75	59 985	6 592	1 587	741	23	6	10	4 960	1	(D)	4	(D)
4	Sauk City	45	39 158	4 367	1 135	597	19	2	2	(D)	2	(D)	5	(D)
5	Wisconsin Dells (part) ▲	4	(D)	(D)	(D)	(D)	–	1	1	(D)	–	–	–	–
6	Balance of county	142	(D)	(D)	(D)	(D)	61	16	12	(D)	1	(D)	21	12 617
7	Sawyer County	146	76 756	8 662	1 607	767	62	8	11	8 801	5	1 281	18	28 668
8	Shawano County	238	135 297	15 919	3 472	1 856	113	12	21	17 099	5	9 833	27	37 123
9	Shawano	126	97 123	11 551	2 536	1 279	49	6	7	10 865	4	(D)	13	29 185
10	Balance of county	112	38 174	4 368	934	577	64	6	14	6 234	1	(D)	14	7 938
11	Sheboygan County	394	530 362	59 922	14 230	7 349	213	43	35	36 935	14	87 788	58	117 217
12	Plymouth	73	77 696	7 288	1 736	888	30	6	4	(D)	2	(D)	4	(D
13	Sheboygan	338	332 658	39 866	9 489	4 856	108	22	13	19 843	9	73 684	31	77 020
14	Sheboygan Falls	41	37 222	3 941	979	429	12	2	3	(D)	1	(D)	3	(D
15	Balance of county	142	82 786	8 827	2 026	1 176	63	13	15	7 610	2	(D)	20	17 586
16	Taylor County	99	56 980	5 569	1 324	671	55	1	9	4 563	3	(D)	10	16 561
17	Medford	64	48 253	4 469	1 070	529	34	1	3	(D)	2	(D)	4	(D
18	Balance of county	35	8 727	1 100	254	142	21	–	6	(D)	1	(D)	6	(D
19	Trempealeau County	196	107 907	10 625	2 511	1 376	114	20	20	8 952	7	1 643	31	24 403
20	Vernon County	179	76 269	8 658	1 993	1 170	107	9	16	5 354	4	(D)	24	18 579
21	Viroqua	66	49 285	5 398	1 271	682	28	2	6	1 895	2	(D)	7	10 193
22	Balance of county	113	26 984	3 260	722	488	79	7	10	3 459	2	(D)	17	8 386
23	Vilas County	282	113 577	13 419	2 804	1 460	135	17	22	10 090	9	2 337	28	32 055
24	Walworth County	566	389 330	45 362	10 385	5 590	208	33	30	33 926	18	30 788	42	85 853
25	Burlington (part) ▲	1	(D)	(D)	(D)	(D)	–	–	–	–	–	–	1	(D
26	Delavan	79	59 021	6 847	1 557	749	29	5	4	5 515	2	(D)	7	15 206
27	Elkhorn	70	56 349	6 042	1 423	630	22	3	5	(D)	3	748	5	(D
28	Lake Geneva	129	120 325	13 394	2 799	1 584	41	8	3	(D)	5	(D)	10	23 666
29	Whitewater (part) ▲	84	(D)	(D)	(D)	(D)	31	6	3	(D)	2	(D)	6	12 686
30	Balance of county	203	88 063	11 611	2 868	1 463	85	11	15	6 227	6	2 522	13	21 170
31	Washburn County	157	95 000	9 341	1 985	1 091	73	11	9	5 616	4	(D)	18	27 743
32	Washington County	507	422 367	44 689	10 320	5 717	185	38	27	34 262	13	44 711	48	96 294
33	Germantown	46	37 883	4 816	1 105	668	14	3	4	(D)	1	(D)	2	(D
34	Hartford	83	60 031	6 385	1 538	909	33	7	5	5 152	4	1 874	10	20 391
35	Milwaukee (part) ▲	–	–	–	–	–	–	–	–	–	–	–	–	–
36	West Bend	238	237 094	22 944	5 344	2 798	60	15	9	7 747	5	41 781	17	48 745
37	Balance of county	140	87 359	10 544	2 333	1 342	58	13	9	(D)	3	(D)	19	(D
38	Waukesha County	1 722	2 118 368	230 138	53 451	24 700	447	99	103	116 783	29	265 412	123	382 488
39	Brookfield	352	562 012	65 121	15 121	6 707	56	14	9	11 611	8	137 573	23	96 281
40	Delafield	26	21 141	2 292	546	427	12	1	1	(D)	–	–	4	(D
41	Elm Grove	46	46 643	6 112	1 454	757	14	–	1	(D)	–	–	5	(D
42	Hartland	57	34 223	4 128	985	579	17	5	2	(D)	1	(D)	3	(D
43	Menomonee Falls	185	274 282	25 765	5 786	2 533	49	11	10	5 640	3	41 623	9	36 266
44	Mukwonago	50	46 425	4 418	993	513	20	4	4	2 157	1	(D)	5	(D
45	Muskego	61	46 894	4 043	949	474	22	4	4	(D)	1	(D)	2	(D
46	New Berlin	111	99 443	13 135	3 082	1 335	33	5	6	11 911	1	(D)	9	21 365
47	Oconomowoc	144	160 762	17 337	3 866	1 980	40	13	12	17 419	3	(D)	12	44 454
48	Pewaukee	55	40 934	4 881	1 181	694	19	5	4	774	1	(D)	5	(D
49	Sussex	38	22 951	2 746	680	288	14	2	4	3 861	1	(D)	4	(D
50	Waukesha	403	635 519	62 900	14 857	6 218	88	22	26	41 751	8	79 300	27	89 663
51	Balance of county	194	127 139	17 260	3 971	2 195	63	13	18	10 729	1	(D)	15	6 212
52	Waupaca County	342	202 834	23 200	5 319	2 920	152	35	22	15 874	11	14 819	34	51 028
53	Clintonville	62	58 055	6 125	1 365	668	23	7	4	(D)	4	(D)	8	16 792
54	New London (part) ▲	52	27 152	3 522	879	519	21	6	2	(D)	2	(D)	5	(D
55	Waupaca	90	71 388	7 343	1 702	886	35	8	4	3 128	3	(D)	7	16 522
56	Balance of county	138	46 239	6 210	1 373	847	73	14	12	4 509	2	(D)	14	(D
57	Waushara County	131	64 541	6 849	1 440	808	69	9	9	3 621	6	1 243	17	17 234
58	Berlin (part) ▲	–	–	–	–	–	–	–	–	–	–	–	–	–
59	Balance of county	131	64 541	6 849	1 440	808	69	9	9	3 621	6	1 243	17	17 234
60	Winnebago County	940	859 884	101 931	22 687	11 722	295	53	39	47 758	15	110 983	66	143 940
61	Appleton (part) ▲	32	(D)	(D)	(D)	(D)	5	1	1	(D)	1	(D)	4	(D
62	Menasha (part) ▲	102	(D)	(D)	(D)	(D)	43	9	6	6 603	1	(D)	9	(D
63	Neenah	172	152 613	15 939	3 711	1 865	49	14	8	(D)	3	(D)	11	29 230
64	Omro	22	8 192	814	191	122	10	2	1	(D)	–	–	4	(D
65	Oshkosh	435	441 682	56 552	12 488	6 474	129	17	15	24 233	8	71 384	29	78 571
66	Balance of county	177	143 935	14 938	3 332	1 631	59	10	8	10 622	2	(D)	9	6 409
67	Wood County	606	580 461	58 098	13 726	6 401	238	42	46	34 773	18	96 299	47	98 171
68	Marshfield (part) ▲	227	(D)	(D)	(D)	(D)	77	14	20	17 744	6	58 477	12	35 736
69	Nekoosa	30	10 428	1 015	224	156	20	3	2	(D)	2	(D)	4	(D
70	Wisconsin Rapids	271	233 104	25 634	6 239	3 226	92	21	15	9 969	6	35 476	18	54 345
71	Balance of county	78	(D)	(D)	(D)	(D)	49	4	9	(D)	4	(D)	13	(D

revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Kind-of-business groups—Con.												
Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture and homefurnishings stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores (SIC 59 ex. 591)		
Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	
21	47 691	33	27 145	23	5 078	20	5 764	125	34 337	11	6 196	66	20 707	1
8	(D)	10	7 871	11	3 498	7	3 249	30	9 062	4	2 249	22	(D)	2
4	11 566	11	9 704	8	3 162	7	1 676	12	(D)	3	(D)	15	4 348	3
2	(D)	3	(D)	2	(D)	4	(D)	15	4 885	1	(D)	9	(D)	4
-	-	-	-	-	-	-	-	3	(D)	-	-	-	-	5
7	16 086	9	(D)	2	(D)	2	(D)	65	15 295	3	1 078	20	(D)	6
8	9 718	10	9 590	4	2 022	8	1 287	55	7 490	3	(D)	24	(D)	7
24	23 839	20	14 013	12	3 603	11	4 949	89	15 959	7	5 083	22	3 796	8
15	16 150	11	8 147	12	3 603	7	3 935	38	8 554	5	(D)	14	(D)	9
9	7 689	9	5 866	-	-	4	1 014	51	7 405	2	(D)	8	(D)	10
39	114 063	52	45 343	39	11 484	37	14 087	204	50 939	22	17 539	94	32 967	11
5	26 741	6	6 812	3	187	7	2 249	29	5 892	2	(D)	11	2 323	12
18	56 178	25	18 725	32	10 124	19	9 328	118	32 750	15	13 791	58	21 215	13
4	7 381	6	7 546	1	(D)	2	(D)	13	2 394	1	(D)	7	1 389	14
12	23 763	15	12 260	3	(D)	9	(D)	44	8 903	4	(D)	18	8 040	15
9	14 313	8	6 950	5	833	6	2 533	31	5 111	4	1 332	14	(D)	16
7	(D)	5	(D)	4	(D)	6	2 533	18	3 428	3	(D)	12	(D)	17
2	(D)	3	(D)	1	(D)	-	-	13	1 683	1	(D)	2	(D)	18
14	38 048	25	16 729	5	753	4	(D)	70	8 526	7	2 644	13	(D)	19
13	13 378	22	8 732	17	4 959	13	5 837	52	7 300	4	2 717	14	(D)	20
7	11 838	6	4 000	10	4 093	6	4 055	10	2 943	2	(D)	10	(D)	21
6	1 540	16	4 732	7	866	7	1 782	42	4 357	2	(D)	4	(D)	22
14	16 171	19	10 047	9	2 662	10	3 838	113	15 834	7	2 807	51	17 736	23
30	70 812	51	37 539	39	21 281	22	7 402	230	56 159	14	11 628	90	33 942	24
-	-	-	-	-	-	-	-	-	-	-	-	-	-	25
4	(D)	8	5 630	4	1 276	4	(D)	27	6 352	3	(D)	16	4 006	26
4	(D)	4	3 106	4	552	4	1 962	25	(D)	3	2 810	13	4 651	27
6	14 931	9	6 214	19	14 814	6	2 536	41	19 221	3	(D)	27	6 594	28
6	15 583	7	9 610	7	1 229	2	(D)	32	(D)	2	(D)	17	5 278	29
10	10 218	23	12 979	5	3 410	6	1 451	105	14 667	3	2 006	17	13 413	30
13	28 233	15	8 144	5	2 058	6	2 520	61	7 911	3	(D)	23	4 562	31
27	87 400	46	41 684	27	10 932	40	15 754	169	45 398	19	13 291	91	32 641	32
3	(D)	6	6 668	-	-	-	-	22	9 585	1	(D)	7	(D)	33
6	12 736	5	3 645	3	(D)	6	1 776	26	7 223	4	2 409	14	(D)	34
-	-	-	-	-	-	-	-	-	-	-	-	-	-	35
13	33 505	17	15 364	22	8 972	25	9 868	68	17 015	9	8 116	53	15 981	36
5	(D)	18	16 007	2	(D)	9	4 110	53	11 575	5	(D)	17	(D)	37
102	594 351	157	160 476	145	72 977	128	128 918	501	173 663	60	65 666	374	157 634	38
18	119 811	21	19 549	63	44 877	40	37 804	72	37 149	9	13 300	89	44 057	39
-	-	4	5 912	-	-	-	-	9	4 552	2	(D)	6	1 041	40
-	-	3	3 541	4	739	3	434	11	4 217	2	(D)	11	6 680	41
1	(D)	5	7 711	7	(D)	5	1 096	14	3 464	2	(D)	17	6 869	42
11	122 211	22	16 390	11	4 333	16	8 310	50	17 984	8	9 233	45	12 292	43
6	11 755	8	8 407	2	(D)	1	(D)	12	4 105	2	(D)	9	1 705	44
4	(D)	6	6 016	-	-	2	(D)	27	3 201	3	(D)	12	3 341	45
4	(D)	16	16 835	4	2 126	6	9 129	34	11 950	3	3 743	26	18 823	46
9	45 817	12	12 803	13	4 352	10	4 144	37	12 847	4	(D)	32	8 539	47
5	14 399	5	6 758	-	-	4	1 499	26	7 346	2	(D)	3	(D)	48
1	(D)	6	4 684	-	-	5	1 571	11	1 811	1	(D)	5	1 289	49
30	234 727	28	34 299	26	6 070	22	55 849	133	44 981	19	21 373	84	27 506	50
13	27 055	21	17 571	15	9 789	14	8 730	65	20 056	3	2 032	29	(D)	51
40	52 257	23	16 229	17	3 103	19	7 189	117	25 864	11	6 735	48	9 735	52
8	12 089	5	(D)	4	1 192	5	1 832	14	3 070	2	(D)	8	(D)	53
5	5 626	4	(D)	6	729	3	1 483	15	4 754	3	(D)	7	994	54
9	22 411	8	5 837	7	1 182	6	3 070	24	8 787	3	2 600	19	(D)	55
18	12 131	6	3 760	-	-	5	804	64	9 253	3	1 500	14	(D)	56
13	16 661	18	10 920	1	(D)	2	(D)	43	5 853	2	(D)	20	7 292	57
-	-	-	-	-	-	-	-	-	-	-	-	-	-	58
13	16 661	18	10 820	1	(D)	2	(D)	43	5 853	2	(D)	20	7 292	59
73	179 774	71	61 477	90	37 433	71	58 399	305	85 306	30	27 138	180	107 670	60
1	(D)	1	(D)	1	(D)	5	(D)	11	(D)	1	(D)	6	(D)	61
8	10 149	8	9 738	3	(D)	6	4 740	38	(D)	4	3 167	19	(D)	62
13	(D)	16	15 426	14	3 796	11	4 938	52	13 037	8	9 174	36	8 046	63
4	980	4	(D)	-	-	1	(D)	4	691	2	(D)	2	(D)	64
29	74 371	34	27 935	44	14 285	29	15 550	151	51 092	11	9 900	85	74 353	65
18	29 590	8	(D)	28	17 751	19	31 750	49	9 442	4	3 522	32	(D)	66
44	122 949	51	36 446	65	14 463	42	19 633	178	40 400	9	6 833	106	110 486	67
15	(D)	19	12 051	30	(D)	16	9 168	63	16 263	3	(D)	43	86 748	68
3	(D)	3	2 579	-	-	-	-	12	1 480	1	(D)	3	346	69
18	52 761	23	18 249	33	8 346	22	10 069	79	20 257	4	2 191	53	21 445	70
8	8 408	6	3 567	2	(D)	4	396	24	2 400	1	(D)	7	1 947	71

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	APPLETON ▲							
	Retail trade	**478**	**412 462**	**50 317**	**11 876**	**6 046**	**158**	**29**
52	**Building materials and garden supplies stores**	**17**	**25 818**	**2 878**	**688**	**139**	**3**	**2**
521, 3	Building materials and supply stores	9	21 629	2 290	571	92	2	1
525	Hardware stores	5	3 534	488	105	40	–	1
526	Retail nurseries, lawn and garden supply stores	3	655	100	12	7	1	–
527	Mobile home dealers	–	–	–	–	–	–	–
53	**General merchandise stores**	**6**	**54 328**	**5 899**	**1 378**	**738**	**–**	**–**
531	Department stores (incl. leased depts.)[1 2]	5	55 391	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	5	(D)	(D)	(D)	(D)	–	–
533	Variety stores	–	–	–	–	–	–	–
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)	–	–
54	**Food stores**	**33**	**94 906**	**8 526**	**2 136**	**1 166**	**9**	**2**
541	Grocery stores	18	91 158	7 473	1 895	969	2	1
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	–	–
546	Retail bakeries	7	2 199	798	179	151	3	–
543, 4, 5, 9	Other food stores	7	(D)	(D)	(D)	(D)	4	1
55 ex. 554	**Automotive dealers**	**28**	**78 855**	**7 040**	**1 732**	**356**	**7**	**–**
551	New and used car dealers	7	(D)	(D)	(D)	(D)	–	–
552	Used car dealers	9	6 626	519	121	34	4	–
553	Auto and home supply stores	9	(D)	(D)	(D)	(D)	3	–
555, 6, 7, 9	Miscellaneous automotive dealers	3	5 092	574	73	22	–	–
554	**Gasoline service stations**	**29**	**24 630**	**1 347**	**323**	**150**	**10**	**1**
56	**Apparel and accessory stores**	**59**	**17 543**	**2 491**	**559**	**317**	**12**	**4**
561	Men's and boys' clothing stores	6	(D)	(D)	(D)	(D)	–	–
562, 3	Women's clothing and specialty stores	33	10 218	1 448	326	195	10	2
562	Women's clothing stores	33	10 218	1 448	326	195	10	2
563	Women's accessory and specialty stores	–	–	–	–	–	–	–
565	Family clothing stores	2	(D)	(D)	(D)	(D)	–	–
566	Shoe stores	16	3 378	493	117	58	2	2
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)	–	–
57	**Furniture and homefurnishings stores**	**52**	**29 751**	**4 831**	**1 067**	**333**	**17**	**–**
5712	Furniture stores	14	8 648	1 865	393	107	3	–
5713, 4, 9	Homefurnishings stores	11	3 979	559	109	48	6	–
572	Household appliance stores	8	1 942	330	77	32	2	–
573	Radio, television, computer, and music stores	19	15 182	2 077	488	146	6	–
58	**Eating and drinking places**	**146**	**42 647**	**11 137**	**2 583**	**2 196**	**62**	**12**
5812	Eating places	97	36 341	9 813	2 267	1 913	31	7
5813	Drinking places	49	6 306	1 324	316	283	31	5
591	**Drug and proprietary stores**	**9**	**10 124**	**1 521**	**350**	**130**	**–**	**–**
59 ex. 591	**Miscellaneous retail stores**	**99**	**33 860**	**4 647**	**1 060**	**521**	**38**	**8**
592	Liquor stores	5	5 432	202	48	24	1	1
593	Used merchandise stores	6	(D)	(D)	(D)	(D)	3	2
594	Miscellaneous shopping goods stores	52	13 852	2 054	471	244	21	2
5941	Sporting goods stores and bicycle shops	8	(D)	(D)	(D)	(D)	3	1
5942, 3	Book, stationery stores	9	3 541	488	104	56	4	–
5944	Jewelry stores	14	3 426	647	156	66	4	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	21	(D)	(D)	(D)	(D)	10	1
596	Nonstore retailers	8	1 102	169	42	25	6	–
598	Fuel dealers	4	6 613	662	161	50	–	–
5992	Florists	6	2 677	686	132	80	2	–
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	1	–
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	1	–
5995	Optical goods stores	6	1 210	269	62	20	–	2
5999	Miscellaneous retail stores, n.e.c.	10	(D)	(D)	(D)	(D)	3	1

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	BROOKFIELD							
	Retail trade	**352**	**582 012**	**85 121**	**15 121**	**6 707**	**58**	**14**
52	**Building materials and garden supplies stores**	**9**	**11 611**	**1 701**	**344**	**92**	**2**	**-**
521, 3	Building materials and supply stores	6	(D)	(D)	(D)	(D)	2	-
525	Hardware stores	2	(D)	(D)	(D)	(D)	-	-
526	Retail nurseries, lawn and garden supply stores	1	(D)	(D)	(D)	(D)	-	-
527	Mobile home dealers	-	-	-	-	-	-	-
53	**General merchandise stores**	**8**	**137 573**	**15 119**	**3 566**	**1 643**	**-**	**-**
531	Department stores (incl. leased depts.)[1 2]	6	141 953	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	6	(D)	(D)	(D)	(D)	-	-
533	Variety stores	2	(D)	(D)	(D)	(D)	-	-
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-
54	**Food stores**	**23**	**96 281**	**8 946**	**2 083**	**826**	**3**	**1**
541	Grocery stores	14	93 858	8 462	1 957	742	3	-
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	-	-
546	Retail bakeries	4	(D)	(D)	(D)	(D)	-	1
543, 4, 5, 9	Other food stores	4	1 243	264	66	42	-	-
55 ex. 554	**Automotive dealers**	**18**	**119 811**	**9 231**	**2 178**	**421**	**1**	**-**
551	New and used car dealers	5	104 180	7 200	1 736	289	-	-
552	Used car dealers	1	(D)	(D)	(D)	(D)	-	-
553	Auto and home supply stores	9	5 708	1 040	248	64	1	-
555, 6, 7, 9	Miscellaneous automotive dealers	3	(D)	(D)	(D)	(D)	-	-
554	**Gasoline service stations**	**21**	**19 549**	**1 580**	**392**	**144**	**12**	**-**
56	**Apparel and accessory stores**	**63**	**44 877**	**4 963**	**1 145**	**524**	**3**	**1**
561	Men's and boys' clothing stores	7	6 290	918	245	72	-	-
562, 3	Women's clothing and specialty stores	31	17 351	2 147	430	275	2	-
562	Women's clothing stores	24	14 145	1 558	337	229	1	-
563	Women's accessory and specialty stores	7	3 206	589	93	46	1	-
565	Family clothing stores	5	(D)	(D)	(D)	(D)	-	1
566	Shoe stores	13	6 637	781	209	104	-	-
564, 9	Other apparel and accessory stores	7	(D)	(D)	(D)	(D)	1	-
57	**Furniture and homefurnishings stores**	**40**	**37 804**	**5 781**	**1 261**	**390**	**6**	**2**
5712	Furniture stores	14	12 951	2 489	577	186	1	1
5713, 4, 9	Homefurnishings stores	13	(D)	(D)	(D)	(D)	4	1
572	Household appliance stores	1	(D)	(D)	(D)	(D)	-	-
573	Radio, television, computer, and music stores	12	16 909	1 901	383	116	1	-
58	**Eating and drinking places**	**72**	**37 149**	**9 201**	**2 138**	**1 680**	**9**	**7**
5812	Eating places	59	35 270	8 870	2 066	1 632	6	4
5813	Drinking places	13	1 879	331	72	48	3	3
591	**Drug and proprietary stores**	**9**	**13 300**	**1 700**	**397**	**175**	**-**	**-**
59 ex. 591	**Miscellaneous retail stores**	**89**	**44 057**	**6 899**	**1 617**	**712**	**20**	**3**
592	Liquor stores	7	5 468	349	85	31	-	-
593	Used merchandise stores	1	(D)	(D)	(D)	(D)	-	-
594	Miscellaneous shopping goods stores	54	26 013	3 623	856	428	13	1
5941	Sporting goods stores and bicycle shops	7	4 922	512	121	84	2	1
5942, 3	Book, stationery stores	4	2 541	242	62	30	-	-
5944	Jewelry stores	18	9 102	1 512	360	121	3	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	25	9 448	1 357	313	193	8	-
596	Nonstore retailers	9	7 613	1 979	472	149	-	1
598	Fuel dealers	-	-	-	-	-	-	-
5992	Florists	7	1 801	376	79	44	4	1
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	-	-	-	-	-	-	-
5995	Optical goods stores	4	1 549	342	78	19	-	-
5999	Miscellaneous retail stores, n.e.c.	7	(D)	(D)	(D)	(D)	3	-

See footnotes at end of table.

Table 6. **Summary Statistics for Places With 350 Establishments or More: 1987**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, includi revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesse	
							Individual proprietorships (number)	Partne ship (numbe
	EAU CLAIRE ▲							
	Retail trade	**548**	**514 943**	**63 141**	**14 820**	**8 524**	**111**	
52	**Building materials and garden supplies stores**	**15**	**30 293**	**3 157**	**526**	**130**	**4**	
521, 3	Building materials and supply stores	10	28 714	2 999	495	105	1	
525	Hardware stores	4	(D)	(D)	(D)	(D)	3	
526	Retail nurseries, lawn and garden supply stores	1	(D)	(D)	(D)	(D)	-	
527	Mobile home dealers	-	-	-	-	-	-	
53	**General merchandise stores**	**14**	**97 217**	**9 997**	**2 520**	**1 432**	**1**	
531	Department stores (incl. leased depts.)[1 2]	7	(D)	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	7	(D)	(D)	(D)	(D)	-	
533	Variety stores	2	(D)	(D)	(D)	(D)	-	
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)	1	
54	**Food stores**	**43**	**95 800**	**8 227**	**1 921**	**1 079**	**14**	
541	Grocery stores	20	(D)	(D)	(D)	(D)	5	
542	Meat and fish (seafood) markets	2	(D)	(D)	(D)	(D)	1	
546	Retail bakeries	14	(D)	(D)	(D)	(D)	5	
543, 4, 5, 9	Other food stores	7	(D)	(D)	(D)	(D)	3	
55 ex. 554	**Automotive dealers**	**21**	**75 305**	**7 099**	**1 673**	**403**	**3**	
551	New and used car dealers	3	57 200	4 562	1 105	219	-	
552	Used car dealers	3	2 326	100	23	16	2	
553	Auto and home supply stores	10	(D)	(D)	(D)	(D)	1	
555, 6, 7, 9	Miscellaneous automotive dealers	5	(D)	(D)	(D)	(D)	-	
554	**Gasoline service stations**	**52**	**46 410**	**2 630**	**628**	**336**	**14**	
56	**Apparel and accessory stores**	**82**	**26 898**	**3 458**	**836**	**530**	**8**	
561	Men's and boys' clothing stores	12	(D)	(D)	(D)	(D)	-	
562, 3	Women's clothing and specialty stores	41	(D)	(D)	(D)	(D)	4	
562	Women's clothing stores	41	(D)	(D)	(D)	(D)	4	
563	Women's accessory and specialty stores	-	-	-	-	-	-	
565	Family clothing stores	5	(D)	(D)	(D)	(D)	-	
566	Shoe stores	21	(D)	(D)	(D)	(D)	2	
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)	2	
57	**Furniture and homefurnishings stores**	**52**	**(D)**	**(D)**	**(D)**	**(D)**	**8**	
5712	Furniture stores	14	(D)	(D)	(D)	(D)	1	
5713, 4, 9	Homefurnishings stores	12	(D)	(D)	(D)	(D)	4	
572	Household appliance stores	4	(D)	(D)	(D)	(D)	-	
573	Radio, television, computer, and music stores	22	(D)	(D)	(D)	(D)	3	
58	**Eating and drinking places**	**144**	**59 413**	**16 558**	**3 975**	**3 456**	**30**	
5812	Eating places	102	51 334	14 462	3 411	3 042	16	
5813	Drinking places	42	8 079	2 096	564	414	14	
591	**Drug and proprietary stores**	**12**	**(D)**	**(D)**	**(D)**	**(D)**	**-**	
59 ex. 591	**Miscellaneous retail stores**	**113**	**41 715**	**6 128**	**1 438**	**684**	**29**	
592	Liquor stores	4	(D)	(D)	(D)	(D)	1	
593	Used merchandise stores	3	(D)	(D)	(D)	(D)	1	
594	Miscellaneous shopping goods stores	63	(D)	(D)	(D)	(D)	18	
5941	Sporting goods stores and bicycle shops	12	(D)	(D)	(D)	(D)	4	
5942, 3	Book, stationery stores	5	(D)	(D)	(D)	(D)	-	
5944	Jewelry stores	14	(D)	(D)	(D)	(D)	2	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	32	(D)	(D)	(D)	(D)	12	
596	Nonstore retailers	10	(D)	(D)	(D)	(D)	2	
598	Fuel dealers	3	(D)	(D)	(D)	(D)	-	
5992	Florists	6	1 467	218	47	47	3	
5993	Tobacco stores and stands	-	-	-	-	-	-	
5994	News dealers and newsstands	-	-	-	-	-	-	
5995	Optical goods stores	9	3 170	625	142	54	-	
5999	Miscellaneous retail stores, n.e.c.	15	(D)	(D)	(D)	(D)	4	

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	FOND DU LAC							
	Retail trade	**361**	**357 026**	**41 260**	**9 697**	**4 873**	**94**	**17**
52	**Building materials and garden supplies stores**	**13**	**13 746**	**1 782**	**406**	**111**	**1**	**-**
521, 3	Building materials and supply stores	8	7 175	1 054	262	65	1	-
525	Hardware stores	2	(D)	(D)	(D)	(D)	-	-
526	Retail nurseries, lawn and garden supply stores	1	(D)	(D)	(D)	(D)	-	-
527	Mobile home dealers	2	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**11**	**(D)**	**(D)**	**(D)**	**(D)**	**-**	**-**
531	Department stores (incl. leased depts.)[1, 2]	7	62 894	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	7	(D)	(D)	(D)	(D)	-	-
533	Variety stores	2	(D)	(D)	(D)	(D)	-	-
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	-	-
54	**Food stores**	**25**	**58 189**	**5 614**	**1 373**	**558**	**7**	**1**
541	Grocery stores	15	56 198	5 223	1 280	482	4	-
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	1	-
546	Retail bakeries	8	(D)	(D)	(D)	(D)	2	1
543, 4, 5, 9	Other food stores	1	(D)	(D)	(D)	(D)	-	-
55 ex. 554	**Automotive dealers**	**28**	**78 235**	**6 033**	**1 413**	**341**	**6**	**2**
551	New and used car dealers	10	67 308	4 912	1 181	249	1	-
552	Used car dealers	6	4 168	211	37	28	1	1
553	Auto and home supply stores	7	3 094	597	132	33	2	-
555, 6, 7, 9	Miscellaneous automotive dealers	5	3 665	313	63	31	2	1
554	**Gasoline service stations**	**30**	**24 728**	**1 575**	**359**	**181**	**13**	**1**
56	**Apparel and accessory stores**	**39**	**14 122**	**1 837**	**445**	**288**	**6**	**1**
561	Men's and boys' clothing stores	6	(D)	(D)	(D)	(D)	1	-
562, 3	Women's clothing and specialty stores	18	7 828	1 053	239	177	3	-
562	Women's clothing stores	16	(D)	(D)	(D)	(D)	2	-
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	1	-
565	Family clothing stores	3	(D)	(D)	(D)	(D)	1	-
566	Shoe stores	10	(D)	(D)	(D)	(D)	-	1
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)	1	-
57	**Furniture and homefurnishings stores**	**26**	**11 263**	**1 602**	**392**	**139**	**9**	**-**
5712	Furniture stores	7	4 060	542	143	39	2	-
5713, 4, 9	Homefurnishings stores	5	(D)	(D)	(D)	(D)	1	-
572	Household appliance stores	7	(D)	(D)	(D)	(D)	5	-
573	Radio, television, computer, and music stores	7	(D)	(D)	(D)	(D)	1	-
58	**Eating and drinking places**	**106**	**39 444**	**10 096**	**2 335**	**1 907**	**32**	**10**
5812	Eating places	74	35 300	9 374	2 150	1 753	16	3
5813	Drinking places	32	4 144	722	185	154	16	7
591	**Drug and proprietary stores**	**13**	**13 557**	**1 761**	**478**	**156**	**1**	**-**
59 ex. 591	**Miscellaneous retail stores**	**70**	**(D)**	**(D)**	**(D)**	**(D)**	**19**	**2**
592	Liquor stores	4	3 041	205	53	34	3	-
593	Used merchandise stores	2	(D)	(D)	(D)	(D)	-	-
594	Miscellaneous shopping goods stores	42	9 493	1 346	292	200	13	2
5941	Sporting goods stores and bicycle shops	9	(D)	(D)	(D)	(D)	3	-
5942, 3	Book, stationery stores	3	(D)	(D)	(D)	(D)	1	-
5944	Jewelry stores	10	(D)	(D)	(D)	(D)	1	1
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	20	(D)	(D)	(D)	(D)	8	1
596	Nonstore retailers	7	7 258	1 613	383	97	2	-
598	Fuel dealers	1	(D)	(D)	(D)	(D)	-	-
5992	Florists	4	(D)	(D)	(D)	(D)	1	-
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	-	-
5995	Optical goods stores	4	(D)	(D)	(D)	(D)	-	-
5999	Miscellaneous retail stores, n.e.c.	5	679	207	52	23	-	-

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, includi revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesse: Individual proprietorships (number)	Partn shi (numb
	GREEN BAY							
	Retail trade	**780**	**801 967**	**97 413**	**23 082**	**11 003**	**243**	
52	**Building materials and garden supplies stores**	**31**	**58 967**	**7 686**	**1 899**	**410**	**9**	
521, 3	Building materials and supply stores	22	(D)	(D)	(D)	(D)	5	
525	Hardware stores	6	3 148	623	151	41	3	
526	Retail nurseries, lawn and garden supply stores	–	–	–	–	–	–	
527	Mobile home dealers	3	(D)	(D)	(D)	(D)	1	
53	**General merchandise stores**	**19**	**138 857**	**14 999**	**3 631**	**1 829**	**3**	
531	Department stores (incl. leased depts.)[1, 2]	10	140 078	(NA)	(NA)	(NA)	–	
531	Department stores (excl. leased depts.)[1]	10	132 788	13 837	3 258	1 656	–	
533	Variety stores	3	(D)	(D)	(D)	(D)	1	
539	Miscellaneous general merchandise stores	6	(D)	(D)	(D)	(D)	2	
54	**Food stores**	**59**	**151 719**	**12 618**	**2 866**	**1 393**	**13**	
541	Grocery stores	31	144 814	11 012	2 471	1 142	2	
542	Meat and fish (seafood) markets	3	(D)	(D)	(D)	(D)	2	
546	Retail bakeries	13	3 319	950	223	148	6	
543, 4, 5, 9	Other food stores	12	(D)	(D)	(D)	(D)	3	
55 ex. 554	**Automotive dealers**	**39**	**139 881**	**12 404**	**2 789**	**658**	**13**	
551	New and used car dealers	11	119 382	9 182	2 202	443	3	
552	Used car dealers	9	8 548	531	105	33	6	
553	Auto and home supply stores	14	8 328	2 392	425	151	2	
555, 6, 7, 9	Miscellaneous automotive dealers	5	3 623	299	57	31	2	
554	**Gasoline service stations**	**55**	**52 127**	**3 272**	**802**	**422**	**32**	
56	**Apparel and accessory stores**	**98**	**36 113**	**4 835**	**1 226**	**655**	**9**	
561	Men's and boys' clothing stores	11	5 196	803	229	77	–	
562, 3	Women's clothing and specialty stores	40	17 111	2 186	559	345	4	
562	Women's clothing stores	37	(D)	(D)	(D)	(D)	4	
563	Women's accessory and specialty stores	3	(D)	(D)	(D)	(D)	–	
565	Family clothing stores	7	(D)	(D)	(D)	(D)	–	
566	Shoe stores	31	8 050	1 100	261	138	3	
564, 9	Other apparel and accessory stores	9	(D)	(D)	(D)	(D)	2	
57	**Furniture and homefurnishings stores**	**58**	**55 568**	**7 998**	**1 973**	**572**	**18**	
5712	Furniture stores	15	15 380	2 644	617	188	6	
5713, 4, 9	Homefurnishings stores	13	(D)	(D)	(D)	(D)	3	
572	Household appliance stores	10	(D)	(D)	(D)	(D)	7	
573	Radio, television, computer, and music stores	20	18 098	2 544	652	197	2	
58	**Eating and drinking places**	**247**	**77 721**	**20 658**	**4 803**	**3 771**	**102**	
5812	Eating places	156	68 461	18 940	4 391	3 420	45	
5813	Drinking places	91	9 260	1 718	412	351	57	
591	**Drug and proprietary stores**	**19**	**16 090**	**2 183**	**517**	**184**	**2**	
59 ex. 591	**Miscellaneous retail stores**	**155**	**74 924**	**10 760**	**2 576**	**1 109**	**42**	
592	Liquor stores	22	12 399	977	235	126	6	
593	Used merchandise stores	6	(D)	(D)	(D)	(D)	2	
594	Miscellaneous shopping goods stores	76	32 073	4 452	1 030	525	21	
5941	Sporting goods stores and bicycle shops	11	(D)	(D)	(D)	(D)	3	
5942, 3	Book, stationery stores	12	(D)	(D)	(D)	(D)	4	
5944	Jewelry stores	23	10 628	1 718	382	150	7	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	30	11 805	1 599	390	236	7	
596	Nonstore retailers	16	18 627	2 927	721	226	4	
598	Fuel dealers	2	(D)	(D)	(D)	(D)	–	
5992	Florists	5	515	81	21	14	3	
5993	Tobacco stores and stands	–	–	–	–	–	–	
5994	News dealers and newsstands	2	(D)	(D)	(D)	(D)	–	
5995	Optical goods stores	5	(D)	(D)	(D)	(D)	–	
5999	Miscellaneous retail stores, n.e.c.	21	(D)	(D)	(D)	(D)	6	

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	JANESVILLE							
	Retail trade	**433**	**451 398**	**53 725**	**12 444**	**5 975**	**135**	**29**
52	**Building materials and garden supplies stores**	**20**	**29 497**	**3 375**	**814**	**274**	**5**	**2**
521, 3	Building materials and supply stores	11	22 931	2 514	627	191	4	-
525	Hardware stores	5	(D)	(D)	(D)	(D)	-	2
526	Retail nurseries, lawn and garden supply stores	3	1 758	254	52	24	1	-
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**8**	**72 168**	**7 278**	**1 653**	**879**	**-**	**-**
531	Department stores (incl. leased depts.)[1 2]	6	77 841	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	6	(D)	(D)	(D)	(D)	-	-
533	Variety stores	2	(D)	(D)	(D)	(D)	-	-
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-
54	**Food stores**	**29**	**79 864**	**8 929**	**1 975**	**716**	**7**	**2**
541	Grocery stores	16	77 201	8 322	1 834	646	3	1
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	1	-
546	Retail bakeries	4	(D)	(D)	(D)	(D)	2	1
543, 4, 5, 9	Other food stores	8	1 409	223	49	34	1	-
55 ex. 554	**Automotive dealers**	**22**	**112 588**	**9 462**	**2 064**	**502**	**3**	**-**
551	New and used car dealers	8	75 250	6 043	1 309	252	-	-
552	Used car dealers	3	(D)	(D)	(D)	(D)	1	-
553	Auto and home supply stores	10	34 455	3 182	704	228	1	-
555, 6, 7, 9	Miscellaneous automotive dealers	1	(D)	(D)	(D)	(D)	1	-
554	**Gasoline service stations**	**39**	**30 533**	**1 688**	**396**	**239**	**16**	**1**
56	**Apparel and accessory stores**	**56**	**16 487**	**2 058**	**496**	**304**	**8**	**2**
561	Men's and boys' clothing stores	8	(D)	(D)	(D)	(D)	1	-
562, 3	Women's clothing and specialty stores	21	9 209	1 105	246	151	2	-
562	Women's clothing stores	19	(D)	(D)	(D)	(D)	2	-
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	-	-
565	Family clothing stores	2	(D)	(D)	(D)	(D)	-	-
566	Shoe stores	19	4 439	566	139	79	3	1
564, 9	Other apparel and accessory stores	6	(D)	(D)	(D)	(D)	2	1
57	**Furniture and homefurnishings stores**	**31**	**22 786**	**3 161**	**743**	**271**	**9**	**-**
5712	Furniture stores	11	13 116	1 651	380	142	4	-
5713, 4, 9	Homefurnishings stores	4	2 033	344	77	32	1	-
572	Household appliance stores	3	1 960	392	85	24	1	-
573	Radio, television, computer, and music stores	13	5 677	774	201	73	3	-
58	**Eating and drinking places**	**125**	**42 696**	**11 384**	**2 721**	**2 167**	**49**	**12**
5812	Eating places	96	37 699	10 350	2 491	1 987	29	8
5813	Drinking places	29	4 997	1 034	230	180	20	4
591	**Drug and proprietary stores**	**13**	**14 355**	**1 959**	**475**	**179**	**1**	**1**
59 ex. 591	**Miscellaneous retail stores**	**90**	**30 424**	**4 431**	**1 107**	**444**	**37**	**9**
592	Liquor stores	9	3 580	199	50	28	5	1
593	Used merchandise stores	5	(D)	(D)	(D)	(D)	-	2
594	Miscellaneous shopping goods stores	36	11 161	1 443	351	180	12	-
5941	Sporting goods stores and bicycle shops	9	3 297	373	79	38	4	-
5942, 3	Book, stationery stores	4	(D)	(D)	(D)	(D)	1	-
5944	Jewelry stores	9	(D)	(D)	(D)	(D)	4	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	14	4 350	505	119	82	3	-
596	Nonstore retailers	9	(D)	(D)	(D)	(D)	4	-
598	Fuel dealers	3	(D)	(D)	(D)	(D)	1	1
5992	Florists	6	839	135	31	20	2	4
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	-	-	-	-	-	-	-
5995	Optical goods stores	7	(D)	(D)	(D)	(D)	3	1
5999	Miscellaneous retail stores, n.e.c.	15	2 266	416	101	55	10	-

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	KENOSHA							
	Retail trade	**580**	**411 150**	**51 867**	**11 964**	**6 131**	**190**	
52	**Building materials and garden supplies stores**	**21**	**(D)**	**(D)**	**(D)**	**(D)**	**4**	
521, 3	Building materials and supply stores	11	(D)	(D)	(D)	(D)	2	
525	Hardware stores	6	2 691	370	78	45	2	
526	Retail nurseries, lawn and garden supply stores	4	(D)	(D)	(D)	(D)	-	
527	Mobile home dealers	-	-	-	-	-	-	
53	**General merchandise stores**	**7**	**(D)**	**(D)**	**(D)**	**(D)**	**1**	
531	Department stores (incl. leased depts.)[1 2]	3	55 163	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	3	49 571	5 371	1 245	614	-	
533	Variety stores	2	(D)	(D)	(D)	(D)	-	
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	1	
54	**Food stores**	**50**	**85 487**	**9 360**	**2 176**	**899**	**16**	
541	Grocery stores	28	77 263	7 879	1 835	716	11	
542	Meat and fish (seafood) markets	4	3 148	346	83	29	-	
546	Retail bakeries	8	2 140	548	123	78	3	
543, 4, 5, 9	Other food stores	10	2 936	587	135	76	2	
55 ex. 554	**Automotive dealers**	**32**	**62 754**	**5 321**	**1 104**	**278**	**7**	
551	New and used car dealers	7	(D)	(D)	(D)	(D)	-	
552	Used car dealers	7	(D)	(D)	(D)	(D)	3	
553	Auto and home supply stores	10	(D)	(D)	(D)	(D)	1	
555, 6, 7, 9	Miscellaneous automotive dealers	8	(D)	(D)	(D)	(D)	3	
554	**Gasoline service stations**	**48**	**42 020**	**2 552**	**608**	**302**	**10**	
56	**Apparel and accessory stores**	**60**	**29 767**	**2 936**	**637**	**379**	**7**	
561	Men's and boys' clothing stores	11	4 570	467	90	42	1	
562, 3	Women's clothing and specialty stores	20	(D)	(D)	(D)	(D)	2	
562	Women's clothing stores	16	7 471	813	182	140	1	
563	Women's accessory and specialty stores	4	(D)	(D)	(D)	(D)	1	
565	Family clothing stores	8	5 475	524	127	73	1	
566	Shoe stores	14	(D)	(D)	(D)	(D)	1	
564, 9	Other apparel and accessory stores	7	(D)	(D)	(D)	(D)	2	
57	**Furniture and homefurnishings stores**	**51**	**22 465**	**3 515**	**844**	**278**	**17**	
5712	Furniture stores	10	6 405	940	233	64	2	
5713, 4, 9	Homefurnishings stores	20	(D)	(D)	(D)	(D)	9	
572	Household appliance stores	6	(D)	(D)	(D)	(D)	3	
573	Radio, television, computer, and music stores	15	(D)	(D)	(D)	(D)	3	
58	**Eating and drinking places**	**195**	**51 087**	**12 759**	**3 024**	**2 368**	**95**	
5812	Eating places	110	43 681	11 543	2 719	2 128	32	
5813	Drinking places	85	7 406	1 216	305	238	63	
591	**Drug and proprietary stores**	**15**	**(D)**	**(D)**	**(D)**	**(D)**	**2**	
59 ex. 591	**Miscellaneous retail stores**	**101**	**(D)**	**(D)**	**(D)**	**(D)**	**31**	
592	Liquor stores	10	(D)	(D)	(D)	(D)	1	
593	Used merchandise stores	6	(D)	(D)	(D)	(D)	2	
594	Miscellaneous shopping goods stores	42	(D)	(D)	(D)	(D)	16	
5941	Sporting goods stores and bicycle shops	12	2 020	201	47	35	7	
5942, 3	Book, stationery stores	3	(D)	(D)	(D)	(D)	1	
5944	Jewelry stores	6	3 461	518	111	38	2	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	21	(D)	(D)	(D)	(D)	6	
596	Nonstore retailers	9	(D)	(D)	(D)	(D)	3	
598	Fuel dealers	2	(D)	(D)	(D)	(D)	-	
5992	Florists	9	(D)	(D)	(D)	(D)	4	
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	1	
5994	News dealers and newsstands	2	(D)	(D)	(D)	(D)	1	
5995	Optical goods stores	7	1 493	319	64	15	-	
5999	Miscellaneous retail stores, n.e.c.	13	(D)	(D)	(D)	(D)	3	

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Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	LA CROSSE							
	Retail trade	**586**	**546 215**	**67 469**	**15 884**	**8 545**	**154**	**39**
52	**Building materials and garden supplies stores**	**18**	**28 849**	**3 072**	**708**	**242**	**5**	**1**
521, 3	Building materials and supply stores	9	(D)	(D)	(D)	(D)	2	1
525	Hardware stores	5	(D)	(D)	(D)	(D)	1	–
526	Retail nurseries, lawn and garden supply stores	1	(D)	(D)	(D)	(D)	1	–
527	Mobile home dealers	3	(D)	(D)	(D)	(D)	1	–
53	**General merchandise stores**	**10**	**(D)**	**(D)**	**(D)**	**(D)**	**–**	**1**
531	Department stores (incl. leased depts.)[1 2]	7	(D)	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	7	(D)	(D)	(D)	(D)	–	–
533	Variety stores	3	(D)	(D)	(D)	(D)	–	1
539	Miscellaneous general merchandise stores	–	–	–	–	–	–	–
54	**Food stores**	**43**	**71 376**	**6 054**	**1 353**	**820**	**9**	**4**
541	Grocery stores	21	67 800	5 231	1 162	674	5	–
542	Meat and fish (seafood) markets	3	(D)	(D)	(D)	(D)	3	–
546	Retail bakeries	9	(D)	(D)	(D)	(D)	–	2
543, 4, 5, 9	Other food stores	10	(D)	(D)	(D)	(D)	1	2
55 ex. 554	**Automotive dealers**	**31**	**129 970**	**10 286**	**2 345**	**571**	**7**	**1**
551	New and used car dealers	9	104 699	7 745	1 754	389	1	–
552	Used car dealers	4	(D)	(D)	(D)	(D)	2	1
553	Auto and home supply stores	11	(D)	(D)	(D)	(D)	2	–
555, 6, 7, 9	Miscellaneous automotive dealers	7	(D)	(D)	(D)	(D)	2	–
554	**Gasoline service stations**	**37**	**31 996**	**2 386**	**588**	**310**	**15**	**–**
56	**Apparel and accessory stores**	**70**	**27 058**	**2 996**	**702**	**486**	**7**	**3**
561	Men's and boys' clothing stores	6	1 619	184	45	26	1	–
562, 3	Women's clothing and specialty stores	31	(D)	(D)	(D)	(D)	1	3
562	Women's clothing stores	30	(D)	(D)	(D)	(D)	1	3
563	Women's accessory and specialty stores	1	(D)	(D)	(D)	(D)	–	–
565	Family clothing stores	6	2 832	235	53	44	1	–
566	Shoe stores	22	(D)	(D)	(D)	(D)	4	–
564, 9	Other apparel and accessory stores	5	(D)	(D)	(D)	(D)	–	–
57	**Furniture and homefurnishings stores**	**42**	**30 028**	**4 728**	**1 003**	**350**	**9**	**2**
5712	Furniture stores	12	(D)	(D)	(D)	(D)	2	–
5713, 4, 9	Homefurnishings stores	10	(D)	(D)	(D)	(D)	4	1
572	Household appliance stores	6	(D)	(D)	(D)	(D)	2	1
573	Radio, television, computer, and music stores	14	(D)	(D)	(D)	(D)	1	–
58	**Eating and drinking places**	**204**	**65 704**	**16 435**	**3 920**	**3 445**	**65**	**13**
5812	Eating places	124	56 773	14 736	3 488	3 025	24	6
5813	Drinking places	80	8 931	1 699	432	420	41	7
591	**Drug and proprietary stores**	**13**	**13 365**	**2 030**	**500**	**203**	**–**	**1**
59 ex. 591	**Miscellaneous retail stores**	**118**	**(D)**	**(D)**	**(D)**	**(D)**	**37**	**13**
592	Liquor stores	3	(D)	(D)	(D)	(D)	–	–
593	Used merchandise stores	5	(D)	(D)	(D)	(D)	4	–
594	Miscellaneous shopping goods stores	65	18 934	2 544	647	362	18	9
5941	Sporting goods stores and bicycle shops	14	(D)	(D)	(D)	(D)	5	5
5942, 3	Book, stationery stores	7	(D)	(D)	(D)	(D)	2	–
5944	Jewelry stores	10	5 612	870	260	82	1	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	34	7 940	1 090	251	187	10	4
596	Nonstore retailers	7	(D)	(D)	(D)	(D)	2	–
598	Fuel dealers	5	(D)	(D)	(D)	(D)	–	–
5992	Florists	8	(D)	(D)	(D)	(D)	3	3
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	–	–
5994	News dealers and newsstands	–	–	–	–	–	–	–
5995	Optical goods stores	9	2 595	572	135	38	1	–
5999	Miscellaneous retail stores, n.e.c.	15	(D)	(D)	(D)	(D)	9	1

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	MADISON							
	Retail trade	**1 547**	**1 595 905**	**200 892**	**47 111**	**24 400**	**312**	**86**
52	**Building materials and garden supplies stores**	**41**	**61 693**	**7 817**	**1 910**	**607**	**3**	**1**
521, 3	Building materials and supply stores	23	44 602	4 890	1 173	288	2	1
525	Hardware stores	13	(D)	(D)	(D)	(D)	1	-
526	Retail nurseries, lawn and garden supply stores	4	(D)	(D)	(D)	(D)	-	-
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**25**	**257 234**	**26 442**	**5 994**	**3 148**	**2**	**-**
531	Department stores (incl. leased depts.)[1 2]	17	(D)	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	17	(D)	(D)	(D)	(D)	-	-
533	Variety stores	3	1 536	308	114	37	1	-
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)	1	-
54	**Food stores**	**125**	**270 218**	**25 638**	**5 788**	**2 684**	**20**	**4**
541	Grocery stores	72	251 854	22 592	5 101	2 285	11	1
542	Meat and fish (seafood) markets	8	3 123	404	90	43	2	1
546	Retail bakeries	18	3 211	1 004	219	138	3	2
543, 4, 5, 9	Other food stores	27	12 030	1 638	378	218	4	-
55 ex. 554	**Automotive dealers**	**43**	**312 454**	**25 193**	**6 045**	**1 142**	**8**	**-**
551	New and used car dealers	13	286 740	22 197	5 401	902	1	-
552	Used car dealers	5	6 681	220	59	14	2	-
553	Auto and home supply stores	17	8 548	1 814	386	122	5	-
555, 6, 7, 9	Miscellaneous automotive dealers	8	10 485	962	199	104	-	-
554	**Gasoline service stations**	**97**	**81 007**	**5 209**	**1 212**	**585**	**38**	**8**
56	**Apparel and accessory stores**	**213**	**111 351**	**13 986**	**3 592**	**1 823**	**26**	**5**
561	Men's and boys' clothing stores	28	12 677	1 960	529	173	3	1
562, 3	Women's clothing and specialty stores	97	46 030	6 107	1 578	882	15	4
562	Women's clothing stores	88	43 341	5 651	1 466	838	14	4
563	Women's accessory and specialty stores	8	2 689	456	112	44	1	-
565	Family clothing stores	22	(D)	(D)	(D)	(D)	2	-
566	Shoe stores	53	22 312	3 262	766	359	1	-
564, 9	Other apparel and accessory stores	13	(D)	(D)	(D)	(D)	5	-
57	**Furniture and homefurnishings stores**	**110**	**95 988**	**11 767**	**2 615**	**898**	**13**	**3**
5712	Furniture stores	26	19 594	2 723	562	173	5	1
5713, 4, 9	Homefurnishings stores	33	26 117	3 187	752	248	4	2
572	Household appliance stores	12	(D)	(D)	(D)	(D)	3	-
573	Radio, television, computer, and music stores	39	(D)	(D)	(D)	(D)	1	-
58	**Eating and drinking places**	**484**	**194 546**	**54 284**	**12 698**	**10 448**	**98**	**44**
5812	Eating places	366	173 022	49 036	11 469	9 414	63	31
5813	Drinking places	118	21 524	5 248	1 229	1 034	35	13
591	**Drug and proprietary stores**	**40**	**49 140**	**6 800**	**1 795**	**582**	**3**	**1**
59 ex. 591	**Miscellaneous retail stores**	**369**	**162 274**	**23 756**	**5 462**	**2 483**	**101**	**20**
592	Liquor stores	43	14 317	1 179	250	189	12	5
593	Used merchandise stores	19	5 286	938	216	108	6	1
594	Miscellaneous shopping goods stores	181	94 557	11 985	2 753	1 396	55	6
5941	Sporting goods stores and bicycle shops	34	19 705	2 256	543	295	14	-
5942, 3	Book, stationery stores	31	27 288	2 998	724	275	12	1
5944	Jewelry stores	27	14 730	2 633	564	191	10	1
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	89	32 834	4 098	922	635	19	4
596	Nonstore retailers	25	(D)	(D)	(D)	(D)	4	2
598	Fuel dealers	8	7 136	768	193	47	-	-
5992	Florists	24	4 369	908	239	133	7	6
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	-	-
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	1	-
5995	Optical goods stores	16	3 885	1 187	275	68	-	-
5999	Miscellaneous retail stores, n.e.c.	51	10 414	1 840	460	186	16	-

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	MILWAUKEE ▲							
	Retail trade	**3 419**	**2 987 441**	**392 308**	**93 007**	**45 603**	**899**	**130**
52	**Building materials and garden supplies stores**	**103**	**119 912**	**16 255**	**3 476**	**1 291**	**11**	**1**
521, 3	Building materials and supply stores	49	79 029	10 062	2 174	652	3	-
521	Lumber and other building materials dealers	35	69 307	8 997	1 916	578	1	-
523	Paint, glass, and wallpaper stores	14	9 722	1 065	258	74	2	-
525	Hardware stores	42	(D)	(D)	(D)	(D)	5	1
526	Retail nurseries, lawn and garden supply stores	10	(D)	(D)	(D)	(D)	3	-
527	Mobile home dealers	2	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**52**	**333 639**	**41 128**	**10 198**	**4 832**	**6**	**1**
531	Department stores (incl. leased depts.)[1 2]	22	327 578	(NA)	(NA)	(NA)	-	1
531	Department stores (excl. leased depts.)[1]	22	305 351	36 636	9 043	4 280	-	1
533	Variety stores	23	(D)	(D)	(D)	(D)	2	-
539	Miscellaneous general merchandise stores	7	(D)	(D)	(D)	(D)	4	-
54	**Food stores**	**362**	**644 683**	**63 094**	**15 025**	**6 556**	**130**	**13**
541	Grocery stores	245	606 076	56 453	13 498	5 585	93	7
542	Meat and fish (seafood) markets	19	9 926	647	140	86	11	1
546	Retail bakeries	55	16 662	4 177	970	645	15	3
543, 4, 5, 9	Other food stores	43	12 019	1 817	417	240	11	2
543	Fruit and vegetable markets	4	(D)	(D)	(D)	(D)	3	-
544	Candy, nut, and confectionery stores	21	3 975	694	157	85	4	-
545	Dairy products stores	2	(D)	(D)	(D)	(D)	-	-
549	Miscellaneous food stores	16	3 670	488	129	93	4	2
55 ex. 554	**Automotive dealers**	**132**	**453 830**	**41 623**	**9 570**	**2 085**	**22**	**3**
551	New and used car dealers	25	369 147	30 719	7 041	1 364	1	1
552	Used car dealers	40	27 818	2 605	624	197	10	1
553	Auto and home supply stores	56	41 573	6 566	1 550	410	9	1
553 pt.	Tire, battery, and accessory dealers	54	(D)	(D)	(D)	(D)	8	1
553 pt.	Other auto and home supply stores	2	(D)	(D)	(D)	(D)	1	-
555, 6, 7, 9	Miscellaneous automotive dealers	11	15 292	1 733	355	114	2	-
555	Boat dealers	4	(D)	(D)	(D)	(D)	-	-
556	Recreational vehicle dealers	-	-	-	-	-	-	-
557	Motorcycle dealers	6	(D)	(D)	(D)	(D)	2	-
559	Automotive dealers, n.e.c.	1	(D)	(D)	(D)	(D)	-	-
554	**Gasoline service stations**	**259**	**229 980**	**13 504**	**3 207**	**1 477**	**98**	**15**
56	**Apparel and accessory stores**	**307**	**157 253**	**20 626**	**4 898**	**2 507**	**31**	**4**
561	Men's and boys' clothing stores	35	19 612	3 139	743	273	3	1
562, 3	Women's clothing and specialty stores	119	64 304	7 806	1 917	1 108	12	1
562	Women's clothing stores	98	56 754	6 747	1 569	998	6	1
563	Women's accessory and specialty stores	21	7 550	1 059	348	110	6	-
565	Family clothing stores	23	27 116	3 242	723	405	1	1
566	Shoe stores	108	40 905	5 744	1 339	802	5	1
566 pt.	Men's shoe stores	17	(D)	(D)	(D)	(D)	1	-
566 pt.	Women's shoe stores	34	12 094	1 795	434	180	3	-
566 pt.	Children's and juveniles' shoe stores	5	(D)	(D)	(D)	(D)	-	-
566 pt.	Family shoe stores	52	22 995	3 009	600	349	1	1
584, 9	Other apparel and accessory stores	22	5 316	695	176	119	10	-
564	Children's and infants' wear stores	7	3 268	372	97	64	3	-
569	Miscellaneous apparel and accessory stores	15	2 048	323	79	55	7	-
57	**Furniture and homefurnishings stores**	**212**	**172 623**	**24 220**	**5 686**	**1 749**	**37**	**3**
5712	Furniture stores	59	52 892	8 764	2 057	567	12	-
5713, 4, 9	Homefurnishings stores	52	28 907	4 764	1 049	375	9	-
5713	Floor covering stores	21	16 071	2 361	519	156	1	-
5714	Drapery and upholstery stores	6	740	175	42	15	5	-
5719	Miscellaneous homefurnishings stores	25	12 096	2 228	488	204	3	-
572	Household appliance stores	18	21 921	2 809	680	157	6	-
573	Radio, television, computer, and music stores	83	68 903	7 883	1 900	650	10	3
5731, 4	Radio, television, electronics, and computer stores	48	42 052	4 617	1 064	370	4	2
5735	Record and prerecorded tape stores	19	20 856	2 380	615	206	3	-
5736	Musical instrument stores	16	5 995	886	221	74	3	1
58	**Eating and drinking places**	**1 302**	**439 186**	**113 571**	**26 987**	**19 248**	**415**	**74**
5812	Eating places	820	375 296	100 063	23 696	16 955	161	49
5812 pt.	Restaurants and lunchrooms	406	180 260	54 329	13 141	8 246	90	30
5812 pt.	Cafeterias	6	2 486	666	188	137	1	-
5812 pt.	Refreshment places	299	150 997	33 789	7 954	6 970	52	16
5812 pt.	Other eating places	109	41 553	11 279	2 413	1 602	18	3
5813	Drinking places	482	63 890	13 508	3 291	2 293	254	25

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Estab-lishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated business: Individual proprie-torships (number)	Unincorporated business: Partn sh (numb
	MILWAUKEE ▲—Con.							
581	**Drug and proprietary stores**	**131**	**148 792**	**15 869**	**4 595**	**1 948**	**19**	
591 pt.	Drug stores	116	(D)	(D)	(D)	(D)	19	
591 pt.	Proprietary stores	15	(D)	(D)	(D)	(D)	-	
59 ex. 591	**Miscellaneous retail stores**	**559**	**..99 543**	**39 418**	**9 365**	**4 010**	**129**	
592	Liquor stores	92	81 757	4 540	1 037	535	28	
593	Used merchandise stores	39	12 397	2 867	689	397	8	
594	Miscellaneous shopping goods stores	220	105 658	14 396	3 560	1 626	42	
5941	Sporting goods stores and bicycle shops	33	16 888	2 878	692	206	8	
5941 pt.	General line sporting goods stores	11	9 627	1 305	357	115	2	
5941 pt.	Specialty line sporting goods stores	22	7 261	1 573	336	91	6	
5942	Book stores	25	9 877	1 208	281	136	7	
5943	Stationery stores	5	1 597	170	39	26	3	
5944	Jewelry stores	60	27 942	4 592	1 199	473	6	
5945	Hobby, toy, and game shops	15	21 778	1 653	402	218	4	
5946	Camera and photographic supply stores	8	3 109	425	98	48	-	
5947	Gift, novelty, and souvenir shops	90	16 296	2 308	546	362	14	
5948	Luggage and leather goods stores	4	1 299	231	68	18	-	
5949	Sewing, needlework, and piece goods stores	14	6 873	931	237	139	-	
596	Nonstore retailers	48	52 656	6 025	1 401	506	6	
5961	Catalog and mail-order houses	13	(D)	(D)	(D)	(D)	2	
5962	Merchandising machine operators	13	15 282	2 232	510	119	3	
5963	Direct selling establishments	22	(D)	(D)	(D)	(D)	1	
598	Fuel dealers	11	9 742	1 485	402	84	-	
5983	Fuel oil dealers	8	(D)	(D)	(D)	(D)	-	
5984	Liquefied petroleum gas (bottled gas) dealers	2	(D)	(D)	(D)	(D)	-	
5989	Fuel dealers, n.e.c.	1	(D)	(D)	(D)	(D)	-	
5992	Florists	41	7 343	1 944	431	234	20	
5993	Tobacco stores and stands	7	2 745	284	60	29	4	
5994	News dealers and newsstands	4	1 030	158	36	15	3	
5995	Optical goods stores	33	11 582	2 714	639	163	1	
5999	Miscellaneous retail stores, n.e.c.	64	24 724	5 145	1 111	421	17	
5999 pt.	Pet shops	14	2 348	444	109	72	6	
5999 pt.	Typewriter stores	-	-	-	-	-	-	
5999 pt.	Other miscellaneous retail stores, n.e.c.	50	22 378	4 701	1 002	349	11	
	OSHKOSH							
	Retail trade	**435**	**441 682**	**58 552**	**13 468**	**8 474**	**129**	
52	**Building materials and garden supplies stores**	**15**	**24 233**	**2 971**	**647**	**242**	**3**	
521, 3	Building materials and supply stores	11	(D)	(D)	(D)	(D)	3	
525	Hardware stores	4	(D)	(D)	(D)	(D)	-	
526	Retail nurseries, lawn and garden supply stores	-	-	-	-	-	-	
527	Mobile home dealers	-	-	-	-	-	-	
53	**General merchandise stores**	**8**	**71 384**	**7 079**	**1 582**	**782**	**1**	
531	Department stores (incl. leased depts.)[1, 2]	6	59 486	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	6	(D)	(D)	(D)	(D)	-	
533	Variety stores	1	(D)	(D)	(D)	(D)	1	
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)	-	
54	**Food stores**	**29**	**78 579**	**7 195**	**1 681**	**857**	**9**	
541	Grocery stores	19	75 336	6 138	1 456	739	5	
542	Meat and fish (seafood) markets	2	(D)	(D)	(D)	(D)	1	
546	Retail bakeries	4	(D)	(D)	(D)	(D)	2	
543, 4, 5, 9	Other food stores	4	1 898	583	140	40	1	
55 ex. 554	**Automotive dealers**	**29**	**74 371**	**8 131**	**1 500**	**388**	**8**	
551	New and used car dealers	8	54 224	3 794	892	202	1	
552	Used car dealers	9	3 755	380	65	19	1	
553	Auto and home supply stores	5	2 650	902	141	49	2	
555, 6, 7, 9	Miscellaneous automotive dealers	7	13 742	1 466	402	128	1	
554	**Gasoline service stations**	**34**	**37 936**	**1 993**	**422**	**236**	**9**	
56	**Apparel and accessory stores**	**44**	**14 285**	**2 166**	**467**	**293**	**8**	
561	Men's and boys' clothing stores	6	(D)	(D)	(D)	(D)	-	
562, 3	Women's clothing and specialty stores	17	5 502	712	157	106	4	
562	Women's clothing stores	17	5 502	712	157	106	4	
563	Women's accessory and specialty stores	-	-	-	-	-	-	
565	Family clothing stores	2	(D)	(D)	(D)	(D)	-	
566	Shoe stores	14	3 184	405	96	80	3	
564, 9	Other apparel and accessory stores	5	(D)	(D)	(D)	(D)	1	

See footnotes at end of table.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	OSHKOSH—Con.							
57	**Furniture and homefurnishings stores**	**29**	**15 550**	**2 168**	**494**	**154**	**10**	**2**
5712	Furniture stores	12	5 911	957	229	61	5	–
5713, 4, 9	Homefurnishings stores	7	(D)	(D)	(D)	(D)	2	2
572	Household appliance stores	6	(D)	(D)	(D)	(D)	3	–
573	Radio, television, computer, and music stores	4	(D)	(D)	(D)	(D)	–	–
58	**Eating and drinking places**	**151**	**51 092**	**13 161**	**2 956**	**2 545**	**56**	**10**
5812	Eating places	91	44 075	11 881	2 638	2 247	26	5
5813	Drinking places	60	7 017	1 280	318	298	30	5
591	**Drug and proprietary stores**	**11**	**9 900**	**1 339**	**342**	**155**	**–**	**–**
59 ex. 591	**Miscellaneous retail stores**	**85**	**74 353**	**12 390**	**2 397**	**812**	**28**	**1**
592	Liquor stores	8	2 331	201	44	24	5	–
593	Used merchandise stores	4	562	73	11	14	1	–
594	Miscellaneous shopping goods stores	37	8 730	1 257	300	164	13	1
5941	Sporting goods stores and bicycle shops	9	2 328	221	52	33	4	–
5942, 3	Book, stationery stores	3	748	82	19	13	–	–
5944	Jewelry stores	8	1 837	465	122	38	1	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	17	3 817	489	107	80	7	1
596	Nonstore retailers	12	(D)	(D)	(D)	(D)	2	–
598	Fuel dealers	2	(D)	(D)	(D)	(D)	–	–
5992	Florists	8	(D)	(D)	(D)	(D)	5	–
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	–	–
5995	Optical goods stores	8	924	259	61	25	1	–
5999	Miscellaneous retail stores, n.e.c.	5	(D)	(D)	(D)	(D)	2	–
	RACINE							
	Retail trade	**670**	**570 426**	**71 637**	**16 917**	**8 707**	**185**	**51**
52	**Building materials and garden supplies stores**	**21**	**19 810**	**2 888**	**650**	**234**	**6**	**–**
521, 3	Building materials and supply stores	12	10 077	1 445	324	81	5	–
525	Hardware stores	7	(D)	(D)	(D)	(D)	1	–
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	(D)	–	–
527	Mobile home dealers	–	–	–	–	–	–	–
53	**General merchandise stores**	**12**	**119 103**	**11 845**	**2 749**	**1 382**	**–**	**–**
531	Department stores (incl. leased depts.)[1, 2]	9	(D)	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	9	(D)	(D)	(D)	(D)	–	–
533	Variety stores	2	(D)	(D)	(D)	(D)	–	–
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)	–	–
54	**Food stores**	**94**	**134 108**	**14 192**	**3 339**	**1 467**	**17**	**6**
541	Grocery stores	51	122 844	11 638	2 764	1 063	9	1
542	Meat and fish (seafood) markets	6	2 905	402	98	44	1	–
546	Retail bakeries	15	(D)	(D)	(D)	(D)	3	1
543, 4, 5, 9	Other food stores	12	(D)	(D)	(D)	(D)	4	4
55 ex. 554	**Automotive dealers**	**37**	**57 475**	**6 264**	**1 181**	**319**	**6**	**–**
551	New and used car dealers	7	34 590	2 913	665	129	–	–
552	Used car dealers	8	6 388	251	49	14	2	–
553	Auto and home supply stores	16	10 869	1 788	407	146	1	–
555, 6, 7, 9	Miscellaneous automotive dealers	6	5 628	312	60	24	3	–
554	**Gasoline service stations**	**42**	**40 412**	**2 179**	**518**	**190**	**19**	**1**
56	**Apparel and accessory stores**	**74**	**36 711**	**4 586**	**1 098**	**625**	**10**	**2**
561	Men's and boys' clothing stores	10	(D)	(D)	(D)	(D)	1	1
562, 3	Women's clothing and specialty stores	35	15 240	1 779	408	289	6	1
562	Women's clothing stores	30	(D)	(D)	(D)	(D)	4	1
563	Women's accessory and specialty stores	5	(D)	(D)	(D)	(D)	2	–
565	Family clothing stores	5	(D)	(D)	(D)	(D)	1	–
566	Shoe stores	20	(D)	(D)	(D)	(D)	2	–
564, 9	Other apparel and accessory stores	4	913	110	34	18	–	–
57	**Furniture and homefurnishings stores**	**56**	**38 013**	**5 651**	**1 399**	**447**	**15**	**1**
5712	Furniture stores	10	15 502	2 729	689	202	–	–
5713, 4, 9	Homefurnishings stores	17	(D)	(D)	(D)	(D)	5	1
572	Household appliance stores	10	(D)	(D)	(D)	(D)	6	–
573	Radio, television, computer, and music stores	19	7 132	944	226	97	4	–
58	**Eating and drinking places**	**204**	**59 985**	**15 375**	**3 706**	**3 048**	**82**	**30**
5812	Eating places	146	55 302	14 548	3 486	2 886	49	14
5813	Drinking places	58	4 683	827	220	162	33	16
591	**Drug and proprietary stores**	**21**	**23 487**	**3 191**	**736**	**253**	**2**	**2**

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, includi revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partne shi (numbe
	RACINE—Con.							
59 ex. 591	**Miscellaneous retail stores**	119	41 322	6 466	1 541	738	28	
592	Liquor stores	13	7 416	768	170	79	4	
593	Used merchandise stores	7	1 231	336	83	55	2	
594	Miscellaneous shopping goods stores	57	18 703	2 511	631	312	12	
5941	Sporting goods stores and bicycle shops	7	2 197	307	71	26	2	
5942, 3	Book, stationery stores	8	2 136	216	54	41	1	
5944	Jewelry stores	16	6 481	942	254	89	4	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	26	7 889	1 046	252	158	5	
596	Nonstore retailers	11	6 986	1 618	353	125	2	
598	Fuel dealers	1	(D)	(D)	(D)	(D)	-	
5992	Florists	10	2 453	467	115	81	4	
5993	Tobacco stores and stands	-	-	-	-	-	-	
5994	News dealers and newsstands	-	-	-	-	-	-	
5995	Optical goods stores	8	(D)	(D)	(D)	(D)	1	
5999	Miscellaneous retail stores, n.e.c.	12	(D)	(D)	(D)	(D)	3	
	WAUKESHA							
	Retail trade	403	635 519	62 900	14 857	6 218	88	
52	**Building materials and garden supplies stores**	26	41 751	4 596	1 008	313	6	
521, 3	Building materials and supply stores	15	33 715	3 637	807	202	2	
525	Hardware stores	6	(D)	(D)	(D)	(D)	3	
526	Retail nurseries, lawn and garden supply stores	4	(D)	(D)	(D)	(D)	1	
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	-	
53	**General merchandise stores**	8	79 300	6 451	1 465	736	1	
531	Department stores (incl. leased depts.)[1,2]	4	60 941	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	4	(D)	(D)	(D)	(D)	-	
533	Variety stores	2	(D)	(D)	(D)	(D)	1	
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	-	
54	**Food stores**	27	89 663	6 947	1 638	732	3	
541	Grocery stores	14	85 605	6 102	1 440	616	1	
542	Meat and fish (seafood) markets	2	(D)	(D)	(D)	(D)	-	
546	Retail bakeries	4	1 827	427	99	82	-	
543, 4, 5, 9	Other food stores	7	(D)	(D)	(D)	(D)	2	
55 ex. 554	**Automotive dealers**	30	234 727	19 324	4 508	835	7	
551	New and used car dealers	13	210 039	17 156	4 046	644	2	
552	Used car dealers	4	1 425	99	21	8	2	
553	Auto and home supply stores	9	22 444	1 958	416	169	1	
555, 6, 7, 9	Miscellaneous automotive dealers	4	819	111	25	14	2	
554	**Gasoline service stations**	28	34 299	1 826	429	238	7	
56	**Apparel and accessory stores**	26	6 070	788	226	139	4	
561	Men's and boys' clothing stores	2	(D)	(D)	(D)	(D)	-	
562, 3	Women's clothing and specialty stores	14	3 115	428	99	76	2	
562	Women's clothing stores	11	2 643	343	87	59	2	
563	Women's accessory and specialty stores	3	472	85	12	17	-	
565	Family clothing stores	2	(D)	(D)	(D)	(D)	-	
566	Shoe stores	6	(D)	(D)	(D)	(D)	2	
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	
57	**Furniture and homefurnishings stores**	22	55 849	5 790	1 447	376	5	
5712	Furniture stores	6	(D)	(D)	(D)	(D)	1	
5713, 4, 9	Homefurnishings stores	2	(D)	(D)	(D)	(D)	1	
572	Household appliance stores	4	1 400	194	41	13	1	
573	Radio, television, computer, and music stores	10	(D)	(D)	(D)	(D)	2	
58	**Eating and drinking places**	133	44 981	11 225	2 572	2 205	28	
5812	Eating places	102	41 781	10 603	2 440	2 084	18	
5813	Drinking places	31	3 200	622	132	121	10	
591	**Drug and proprietary stores**	19	21 373	2 294	681	221	-	

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	WAUKESHA—Con.							
59 ex. 591	**Miscellaneous retail stores**	**84**	**27 506**	**3 659**	**883**	**423**	**27**	**6**
592	Liquor stores	7	7 323	393	97	56	1	1
593	Used merchandise stores	3	(D)	(D)	(D)	(D)	1	–
594	Miscellaneous shopping goods stores	39	7 047	850	205	136	17	2
5941	Sporting goods stores and bicycle shops	9	1 936	233	46	29	6	–
5942, 3	Book, stationery stores	5	(D)	(D)	(D)	(D)	1	–
5944	Jewelry stores	4	(D)	(D)	(D)	(D)	1	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	21	3 498	450	115	84	9	2
596	Nonstore retailers	10	4 239	689	142	53	1	–
598	Fuel dealers	3	2 863	576	118	26	–	–
5992	Florists	7	1 131	253	66	36	2	2
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	–	–	–	–	–	–	–
5995	Optical goods stores	5	1 130	214	53	12	1	1
5999	Miscellaneous retail stores, n.e.c.	10	(D)	(D)	(D)	(D)	4	–
	WAUSAU							
	Retail trade	**374**	**382 192**	**43 710**	**10 055**	**4 923**	**107**	**19**
52	**Building materials and garden supplies stores**	**20**	**29 761**	**3 219**	**682**	**229**	**5**	**1**
521, 3	Building materials and supply stores	16	(D)	(D)	(D)	(D)	4	1
525	Hardware stores	4	(D)	(D)	(D)	(D)	1	–
526	Retail nurseries, lawn and garden supply stores	–	–	–	–	–	–	–
527	Mobile home dealers	–	–	–	–	–	–	–
53	**General merchandise stores**	**9**	**(D)**	**(D)**	**(D)**	**(D)**	**1**	**–**
531	Department stores (incl. leased depts.)[1, 2]	6	(D)	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	6	(D)	(D)	(D)	(D)	–	–
533	Variety stores	–	–	–	–	–	–	–
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)	1	–
54	**Food stores**	**27**	**(D)**	**(D)**	**(D)**	**(D)**	**10**	**–**
541	Grocery stores	15	(D)	(D)	(D)	(D)	6	–
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	–	–
546	Retail bakeries	6	(D)	(D)	(D)	(D)	2	–
543, 4, 5, 9	Other food stores	5	(D)	(D)	(D)	(D)	2	–
55 ex. 554	**Automotive dealers**	**14**	**75 101**	**5 968**	**1 195**	**275**	**2**	**1**
551	New and used car dealers	5	65 271	4 674	928	208	–	–
552	Used car dealers	–	–	–	–	–	–	–
553	Auto and home supply stores	5	(D)	(D)	(D)	(D)	1	1
555, 6, 7, 9	Miscellaneous automotive dealers	4	(D)	(D)	(D)	(D)	1	–
554	**Gasoline service stations**	**26**	**18 313**	**1 035**	**260**	**155**	**8**	**–**
56	**Apparel and accessory stores**	**59**	**22 307**	**2 470**	**607**	**353**	**9**	**6**
561	Men's and boys' clothing stores	7	(D)	(D)	(D)	(D)	2	–
562, 3	Women's clothing and specialty stores	31	(D)	(D)	(D)	(D)	7	5
562	Women's clothing stores	26	(D)	(D)	(D)	(D)	4	4
563	Women's accessory and specialty stores	5	1 675	172	43	19	3	1
565	Family clothing stores	3	(D)	(D)	(D)	(D)	–	–
566	Shoe stores	16	(D)	(D)	(D)	(D)	–	–
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)	–	1
57	**Furniture and homefurnishings stores**	**28**	**19 935**	**2 953**	**745**	**204**	**7**	**–**
5712	Furniture stores	13	13 351	2 008	539	121	4	–
5713, 4, 9	Homefurnishings stores	2	(D)	(D)	(D)	(D)	–	–
572	Household appliance stores	3	(D)	(D)	(D)	(D)	1	–
573	Radio, television, computer, and music stores	10	(D)	(D)	(D)	(D)	2	–
58	**Eating and drinking places**	**108**	**28 355**	**7 930**	**1 862**	**1 506**	**41**	**7**
5812	Eating places	79	24 924	7 160	1 670	1 311	27	3
5813	Drinking places	29	3 431	770	212	195	14	4
591	**Drug and proprietary stores**	**11**	**7 618**	**915**	**225**	**80**	**1**	**–**

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, includ revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (numb
	WAUSAU—Con.							
59 ex. 591	**Miscellaneous retail stores**	**72**	**(D)**	**(D)**	**(D)**	**(D)**	**23**	
592	Liquor stores	4	2 468	132	22	12	2	
593	Used merchandise stores	2	(D)	(D)	(D)	(D)	1	
594	Miscellaneous shopping goods stores	31	10 509	1 407	338	155	8	
5941	Sporting goods stores and bicycle shops	4	(D)	(D)	(D)	(D)	2	
5942, 3	Book, stationery stores	4	(D)	(D)	(D)	(D)	-	
5944	Jewelry stores	7	4 082	636	161	47	1	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	16	4 120	507	117	73	5	
596	Nonstore retailers	12	11 776	2 162	436	223	4	
598	Fuel dealers	2	(D)	(D)	(D)	(D)	-	
5992	Florists	5	802	154	34	28	3	
5993	Tobacco stores and stands	-	-	-	-	-	-	
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	-	
5995	Optical goods stores	7	2 078	375	101	33	-	
5999	Miscellaneous retail stores, n.e.c.	8	(D)	(D)	(D)	(D)	5	
	WAUWATOSA							
	Retail trade	**425**	**650 066**	**79 804**	**17 341**	**7 321**	**79**	
52	**Building materials and garden supplies stores**	**19**	**23 637**	**4 871**	**686**	**237**	**6**	
521, 3	Building materials and supply stores	10	18 822	4 088	526	151	3	
525	Hardware stores	5	2 739	445	107	60	1	
526	Retail nurseries, lawn and garden supply stores	4	2 076	338	51	26	2	
527	Mobile home dealers	-	-	-	-	-	-	
53	**General merchandise stores**	**6**	**84 773**	**8 845**	**2 233**	**941**	**-**	
531	Department stores (incl. leased depts.)[1,2]	4	81 121	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	4	(D)	(D)	(D)	(D)	-	
533	Variety stores	1	(D)	(D)	(D)	(D)	-	
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)	-	
54	**Food stores**	**36**	**64 122**	**5 452**	**1 248**	**567**	**11**	
541	Grocery stores	15	54 687	3 834	908	353	3	
542	Meat and fish (seafood) markets	-	-	-	-	-	-	
546	Retail bakeries	9	1 627	456	84	80	4	
543, 4, 5, 9	Other food stores	12	7 808	1 162	256	134	4	
55 ex. 554	**Automotive dealers**	**13**	**165 250**	**14 727**	**3 144**	**629**	**3**	
551	New and used car dealers	10	(D)	(D)	(D)	(D)	1	
552	Used car dealers	-	-	-	-	-	-	
553	Auto and home supply stores	3	(D)	(D)	(D)	(D)	2	
555, 6, 7, 9	Miscellaneous automotive dealers	-	-	-	-	-	-	
554	**Gasoline service stations**	**23**	**26 494**	**1 736**	**424**	**189**	**11**	
56	**Apparel and accessory stores**	**62**	**31 482**	**4 227**	**1 055**	**602**	**2**	
561	Men's and boys' clothing stores	7	2 664	368	143	69	1	
562, 3	Women's clothing and specialty stores	29	16 728	2 190	554	348	1	
562	Women's clothing stores	27	(D)	(D)	(D)	(D)	1	
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	-	
565	Family clothing stores	4	2 275	266	47	28	-	
566	Shoe stores	16	6 325	928	196	99	-	
564, 9	Other apparel and accessory stores	6	3 490	475	115	58	-	
57	**Furniture and homefurnishings stores**	**50**	**51 494**	**6 264**	**1 474**	**498**	**10**	
5712	Furniture stores	7	6 046	526	126	36	1	
5713, 4, 9	Homefurnishings stores	12	4 067	694	161	69	4	
572	Household appliance stores	8	7 793	925	196	62	1	
573	Radio, television, computer, and music stores	23	33 588	4 119	991	331	4	
58	**Eating and drinking places**	**92**	**49 092**	**13 146**	**3 075**	**2 311**	**15**	
5812	Eating places	79	45 473	12 255	2 813	2 151	11	
5813	Drinking places	13	3 619	891	262	160	4	
591	**Drug and proprietary stores**	**18**	**21 323**	**2 329**	**592**	**235**	**1**	

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	WAUWATOSA—Con.							
59 ex. 591	**Miscellaneous retail stores**	**186**	**132 399**	**18 267**	**3 410**	**1 112**	**28**	**7**
592	Liquor stores	6	7 648	360	80	38	3	–
593	Used merchandise stores	2	(D)	(D)	(D)	(D)	–	1
594	Miscellaneous shopping goods stores	54	24 191	2 389	712	316	12	1
5941	Sporting goods stores and bicycle shops	9	5 867	735	137	65	1	1
5942, 3	Book, stationery stores	6	3 464	285	81	46	–	–
5944	Jewelry stores	11	7 998	1 087	316	92	1	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	28	6 862	882	178	113	10	–
596	Nonstore retailers	9	(D)	(D)	(D)	(D)	1	1
598	Fuel dealers	1	(D)	(D)	(D)	(D)	–	–
5992	Florists	6	1 947	537	129	62	1	1
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	–	–	–	–	–	–	–
5995	Optical goods stores	11	(D)	(D)	(D)	(D)	–	1
5999	Miscellaneous retail stores, n.e.c.	17	(D)	(D)	(D)	(D)	3	2
	WEST ALLIS							
	Retail trade	**504**	**612 875**	**84 624**	**14 882**	**6 542**	**145**	**33**
52	**Building materials and garden supplies stores**	**21**	**27 703**	**3 889**	**815**	**351**	**1**	**2**
521, 3	Building materials and supply stores	12	14 917	1 939	375	158	–	1
525	Hardware stores	7	(D)	(D)	(D)	(D)	–	1
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	(D)	1	–
527	Mobile home dealers	–	–	–	–	–	–	–
53	**General merchandise stores**	**8**	**78 941**	**5 814**	**1 267**	**686**	**–**	**–**
531	Department stores (incl. leased depts.)[1, 2]	4	55 941	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	4	(D)	(D)	(D)	(D)	–	–
533	Variety stores	2	(D)	(D)	(D)	(D)	–	–
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	–	–
54	**Food stores**	**46**	**105 823**	**9 115**	**2 154**	**1 017**	**17**	**–**
541	Grocery stores	26	100 473	8 014	1 904	830	6	–
542	Meat and fish (seafood) markets	3	(D)	(D)	(D)	(D)	3	–
546	Retail bakeries	9	3 708	932	211	158	5	–
543, 4, 5, 9	Other food stores	8	(D)	(D)	(D)	(D)	3	–
55 ex. 554	**Automotive dealers**	**31**	**191 622**	**15 301**	**3 429**	**702**	**9**	**1**
551	New and used car dealers	10	181 357	13 992	3 109	595	–	–
552	Used car dealers	8	(D)	(D)	(D)	(D)	5	1
553	Auto and home supply stores	12	6 997	1 129	283	89	4	–
555, 6, 7, 9	Miscellaneous automotive dealers	1	(D)	(D)	(D)	(D)	–	–
554	**Gasoline service stations**	**38**	**36 306**	**1 906**	**440**	**223**	**17**	**3**
56	**Apparel and accessory stores**	**22**	**8 534**	**1 208**	**252**	**105**	**5**	**–**
561	Men's and boys' clothing stores	3	3 052	555	143	32	–	–
562, 3	Women's clothing and specialty stores	12	4 586	555	81	60	4	–
562	Women's clothing stores	11	(D)	(D)	(D)	(D)	4	–
563	Women's accessory and specialty stores	1	(D)	(D)	(D)	(D)	–	–
565	Family clothing stores	–	–	–	–	–	–	–
566	Shoe stores	5	(D)	(D)	(D)	(D)	–	–
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)	1	–
57	**Furniture and homefurnishings stores**	**43**	**39 643**	**6 585**	**1 479**	**382**	**8**	**1**
5712	Furniture stores	7	(D)	(D)	(D)	(D)	2	–
5713, 4, 9	Homefurnishings stores	16	9 735	1 552	328	118	2	1
572	Household appliance stores	6	(D)	(D)	(D)	(D)	2	–
573	Radio, television, computer, and music stores	14	4 618	798	145	48	2	–
58	**Eating and drinking places**	**181**	**48 474**	**11 839**	**2 709**	**2 217**	**58**	**21**
5812	Eating places	112	40 973	10 454	2 375	1 916	22	16
5813	Drinking places	69	7 501	1 385	334	301	36	5
591	**Drug and proprietary stores**	**18**	**20 359**	**2 263**	**607**	**252**	**–**	**1**

See footnotes at end of table.

Table 6. Summary Statistics for Places With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	WEST ALLIS—Con.							
59 ex. 591	**Miscellaneous retail stores**	96	55 470	6 924	1 730	647	30	4
592	Liquor stores	16	10 252	727	171	90	7	1
593	Used merchandise stores	7	686	102	32	18	4	-
594	Miscellaneous shopping goods stores	34	16 692	2 420	581	275	7	1
5941	Sporting goods stores and bicycle shops	8	6 066	613	145	69	1	-
5942, 3	Book, stationery stores	5	1 635	320	77	39	2	-
5944	Jewelry stores	8	2 762	764	187	69	1	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	13	6 229	723	172	98	3	1
596	Nonstore retailers	7	14 053	1 376	387	108	-	1
598	Fuel dealers	3	(D)	(D)	(D)	(D)	1	-
5992	Florists	8	1 260	291	69	36	6	-
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	-	-
5994	News dealers and newsstands	-	(D)	(D)	(D)	(D)	-	-
5995	Optical goods stores	4	1 191	176	50	12	-	-
5999	Miscellaneous retail stores, n.e.c.	15	6 278	1 207	298	72	5	1

[1]Includes sales from catalog order desks.
[2]Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	BARRON COUNTY							
	Retail trade	361	208 760	21 590	5 087	2 643	167	21
52	**Building materials and garden supplies stores**	24	17 674	2 123	453	137	5	-
521, 3	Building materials and supply stores	12	10 595	1 349	298	72	1	-
525	Hardware stores	8	3 742	465	98	49	2	-
526	Retail nurseries, lawn and garden supply stores	3	(D)	(D)	(D)	(D)	2	-
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	12	18 656	2 089	476	252	4	-
531	Department stores (incl. leased depts.)[1 2]	2	(D)	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	2	(D)	(D)	(D)	(D)	-	-
533	Variety stores	5	(D)	(D)	(D)	(D)	1	-
539	Miscellaneous general merchandise stores	5	1 026	109	35	14	3	-
54	**Food stores**	38	31 870	2 776	760	431	21	3
541	Grocery stores	26	29 483	2 276	648	351	12	3
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	-	-
546	Retail bakeries	7	1 014	321	71	52	7	-
543, 4, 5, 9	Other food stores	4	(D)	(D)	(D)	(D)	2	-
55 ex. 554	**Automotive dealers**	28	56 432	3 822	895	276	7	3
551	New and used car dealers	13	33 322	2 315	576	155	-	-
552	Used car dealers	3	(D)	(D)	(D)	(D)	2	-
553	Auto and home supply stores	6	(D)	(D)	(D)	(D)	1	-
555, 6, 7, 9	Miscellaneous automotive dealers	6	3 848	232	50	18	4	-
554	**Gasoline service stations**	39	27 220	1 595	379	187	13	4
56	**Apparel and accessory stores**	17	7 115	747	187	97	5	-
561	Men's and boys' clothing stores	2	(D)	(D)	(D)	(D)	1	-
562, 3	Women's clothing and specialty stores	8	1 589	167	35	28	3	-
562	Women's clothing stores	8	1 589	167	35	28	3	-
563	Women's accessory and specialty stores	-	-	-	-	-	-	-
565	Family clothing stores	3	3 698	365	87	42	-	-
566	Shoe stores	4	(D)	(D)	(D)	(D)	1	-
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	-
57	**Furniture and homefurnishings stores**	21	5 517	685	161	57	11	-
5712	Furniture stores	8	2 836	352	82	25	3	-
5713, 4, 9	Homefurnishings stores	3	902	87	19	7	2	-
572	Household appliance stores	5	735	103	24	9	4	-
573	Radio, television, computer, and music stores	5	1 044	143	36	16	2	-

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	BARRON COUNTY—Con.							
	Eating and drinking places	**117**	**20 856**	**4 600**	**1 052**	**937**	**66**	**9**
58	Eating places	73	16 247	3 904	892	796	37	9
5812	Drinking places	44	4 609	696	160	141	29	-
5813	**Drug and proprietary stores**	**15**	**6 751**	**903**	**212**	**79**	**3**	**-**
591	**Miscellaneous retail stores**	**50**	**16 669**	**2 250**	**512**	**190**	**32**	**2**
59 ex. 591		6	1 340	85	14	12	4	1
592	Liquor stores	-	-	-	-	-	-	-
593	Used merchandise stores	23	3 708	490	102	61	19	1
594	Miscellaneous shopping goods stores	9	1 406	175	33	13	7	1
5941	Sporting goods stores and bicycle shops	1	(D)	(D)	(D)	(D)	1	-
5942, 3	Book, stationery stores	4	(D)	(D)	(D)	(D)	4	-
5944	Jewelry stores	9	1 309	175	39	30	7	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	7	5 247	651	158	43	4	-
596	Nonstore retailers	6	4 917	630	155	48	-	-
598	Fuel dealers	2	(D)	(D)	(D)	(D)	2	-
5992	Florists	-	-	-	-	-	-	-
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	3	-
5995	Optical goods stores	5	(D)	(D)	(D)	(D)		
5999	Miscellaneous retail stores, n.e.c.							
	BROWN COUNTY (Coextensive with Green Bay, WI MSA; see table 8.)							
	COLUMBIA COUNTY							
	Retail trade	**378**	**240 571**	**27 074**	**5 839**	**3 316**	**166**	**33**
52	**Building materials and garden supplies stores**	**23**	**19 507**	**1 978**	**485**	**158**	**4**	**3**
521, 3	Building materials and supply stores	9	13 427	1 330	343	77	-	1
525	Hardware stores	10	(D)	(D)	(D)	(D)	4	2
526	Retail nurseries, lawn and garden supply stores	3	(D)	(D)	(D)	(D)	-	-
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**6**	**(D)**	**(D)**	**(D)**	**(D)**	**1**	**-**
531	Department stores (incl. leased depts.)[1, 2]	1	(D)	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	1	(D)	(D)	(D)	(D)	-	-
533	Variety stores	3	(D)	(D)	(D)	(D)	1	-
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	-	-
54	**Food stores**	**37**	**48 264**	**4 364**	**954**	**512**	**12**	**3**
541	Grocery stores	24	46 657	4 061	897	472	6	2
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	-	1
546	Retail bakeries	3	(D)	(D)	(D)	(D)	3	-
543, 4, 5, 9	Other food stores	9	1 134	235	42	27	3	-
55 ex. 554	**Automotive dealers**	**24**	**56 370**	**3 880**	**855**	**227**	**6**	**1**
551	New and used car dealers	11	51 650	3 453	780	202	-	-
552	Used car dealers	2	(D)	(D)	(D)	(D)	1	-
553	Auto and home supply stores	5	(D)	(D)	(D)	(D)	2	-
555, 6, 7, 9	Miscellaneous automotive dealers	6	2 230	173	29	12	3	1
554	**Gasoline service stations**	**38**	**37 145**	**2 666**	**636**	**346**	**11**	**2**
56	**Apparel and accessory stores**	**26**	**6 496**	**803**	**188**	**104**	**13**	**2**
561	Men's and boys' clothing stores	3	(D)	(D)	(D)	(D)	1	-
562, 3	Women's clothing and specialty stores	8	1 372	193	52	28	5	1
562	Women's clothing stores	6	(D)	(D)	(D)	(D)	4	1
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	1	-
565	Family clothing stores	4	(D)	(D)	(D)	(D)	1	-
566	Shoe stores	7	1 254	120	26	16	4	-
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	(D)	2	1
57	**Furniture and homefurnishings stores**	**9**	**(D)**	**(D)**	**(D)**	**(D)**	**5**	**-**
5712	Furniture stores	3	(D)	(D)	(D)	(D)	1	-
5713, 4, 9	Homefurnishings stores	-	-	-	-	-	-	-
572	Household appliance stores	2	(D)	(D)	(D)	(D)	2	-
573	Radio, television, computer, and music stores	4	(D)	(D)	(D)	(D)	2	-
58	**Eating and drinking places**	**133**	**29 687**	**7 398**	**1 420**	**1 375**	**68**	**17**
5812	Eating places	102	27 244	6 926	1 309	1 292	47	12
5813	Drinking places	31	2 443	472	111	83	21	5
591	**Drug and proprietary stores**	**12**	**7 252**	**978**	**230**	**114**	**5**	**-**

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, inclu revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated busines: Individual proprietorships (number)	Part s (num
	COLUMBIA COUNTY—Con.							
59 ex. 591	**Miscellaneous retail stores**	**70**	**22 824**	**3 542**	**701**	**303**	**41**	
592	Liquor stores	7	698	25	4	5	6	
593	Used merchandise stores	3	993	231	58	24	-	
594	Miscellaneous shopping goods stores	43	7 504	981	132	87	28	
5941	Sporting goods stores and bicycle shops	2	(D)	(D)	(D)	(D)	2	
5942, 3	Book, stationery stores	4	(D)	(D)	(D)	(D)	2	
5944	Jewelry stores	6	935	150	30	26	5	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	31	5 819	750	85	43	19	
596	Nonstore retailers	3	(D)	(D)	(D)	(D)	1	
598	Fuel dealers	4	(D)	(D)	(D)	(D)	-	
5992	Florists	5	727	125	30	18	2	
5993	Tobacco stores and stands	-	-	-	-	-	-	
5994	News dealers and newsstands	-	-	-	-	-	-	
5995	Optical goods stores	2	(D)	(D)	(D)	(D)	2	
5999	Miscellaneous retail stores, n.e.c.	3	210	28	8	7	2	
	DANE COUNTY (Coextensive with Madison, WI MSA; see table 8.)							
	DODGE COUNTY							
	Retail trade	**445**	**278 899**	**32 454**	**7 619**	**4 135**	**226**	
52	**Building materials and garden supplies stores**	**28**	**27 402**	**2 554**	**619**	**163**	**12**	
521, 3	Building materials and supply stores	12	23 822	2 094	527	124	2	
525	Hardware stores	10	2 465	328	73	27	6	
526	Retail nurseries, lawn and garden supply stores	4	(D)	(D)	(D)	(D)	2	
527	Mobile home dealers	2	(D)	(D)	(D)	(D)	2	
53	**General merchandise stores**	**11**	**41 563**	**4 339**	**1 015**	**504**	**2**	
531	Department stores (incl. leased depts.)[1, 2]	3	28 104	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	3	26 597	3 001	696	378	-	
533	Variety stores	3	(D)	(D)	(D)	(D)	1	
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)	1	
54	**Food stores**	**40**	**62 807**	**6 841**	**1 603**	**722**	**15**	
541	Grocery stores	24	56 979	6 021	1 410	607	7	
542	Meat and fish (seafood) markets	6	3 382	389	93	38	4	
546	Retail bakeries	6	796	294	66	62	4	
543, 4, 5, 9	Other food stores	4	1 650	137	34	15	-	
55 ex. 554	**Automotive dealers**	**33**	**49 961**	**4 242**	**993**	**262**	**8**	
551	New and used car dealers	20	43 862	3 599	851	205	3	
552	Used car dealers	6	3 829	336	67	30	3	
553	Auto and home supply stores	2	(D)	(D)	(D)	(D)	-	
555, 6, 7, 9	Miscellaneous automotive dealers	5	(D)	(D)	(D)	(D)	2	
554	**Gasoline service stations**	**28**	**19 495**	**1 181**	**279**	**149**	**13**	
56	**Apparel and accessory stores**	**37**	**9 985**	**1 316**	**310**	**212**	**11**	
561	Men's and boys' clothing stores	7	(D)	(D)	(D)	(D)	2	
562, 3	Women's clothing and specialty stores	15	5 186	713	163	128	5	
562	Women's clothing stores	12	4 931	667	152	115	4	
563	Women's accessory and specialty stores	3	255	46	11	13	1	
565	Family clothing stores	2	(D)	(D)	(D)	(D)	-	
566	Shoe stores	11	2 862	302	75	50	2	
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)	2	
57	**Furniture and homefurnishings stores**	**23**	**6 553**	**821**	**192**	**80**	**10**	
5712	Furniture stores	7	(D)	(D)	(D)	(D)	4	
5713, 4, 9	Homefurnishings stores	6	1 775	247	59	21	3	
572	Household appliance stores	3	(D)	(D)	(D)	(D)	1	
573	Radio, television, computer, and music stores	7	1 757	203	46	22	2	
58	**Eating and drinking places**	**159**	**31 073**	**7 174**	**1 647**	**1 623**	**115**	
5812	Eating places	94	25 984	6 545	1 486	1 450	57	
5813	Drinking places	65	5 089	629	161	173	58	
591	**Drug and proprietary stores**	**11**	**6 391**	**743**	**182**	**94**	**4**	

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	DODGE COUNTY—Con.							
59 ex. 591	**Miscellaneous retail stores**	**75**	**23 669**	**3 243**	**779**	**326**	**36**	**5**
592	Liquor stores	9	978	60	19	16	5	1
593	Used merchandise stores	1	(D)	(D)	(D)	(D)	1	-
594	Miscellaneous shopping goods stores	26	9 449	1 318	276	152	13	-
5941	Sporting goods stores and bicycle shops	5	2 807	171	30	11	3	-
5942, 3	Book, stationery stores	2	(D)	(D)	(D)	(D)	1	-
5944	Jewelry stores	5	(D)	(D)	(D)	(D)	2	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	14	5 068	907	199	119	7	-
596	Nonstore retailers	7	2 960	456	113	35	2	-
598	Fuel dealers	10	7 287	870	250	50	2	-
5992	Florists	12	1 259	223	51	39	10	2
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	-	-	-	-	-	-	-
5995	Optical goods stores	2	(D)	(D)	(D)	(D)	-	-
5999	Miscellaneous retail stores, n.e.c.	8	1 167	203	45	26	3	2
	DOOR COUNTY							
	Retail trade	**360**	**158 922**	**19 978**	**3 399**	**2 301**	**183**	**45**
52	**Building materials and garden supplies stores**	**18**	**12 655**	**1 472**	**374**	**106**	**8**	**1**
521, 3	Building materials and supply stores	9	8 663	972	265	64	2	1
525	Hardware stores	6	(D)	(D)	(D)	(D)	4	-
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	(D)	2	-
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**6**	**10 880**	**1 136**	**268**	**136**	-	-
531	Department stores (incl. leased depts.)[1, 2]	-	-	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	-	-	-	-	-	-	-
533	Variety stores	1	(D)	(D)	(D)	(D)	-	-
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)	-	-
54	**Food stores**	**38**	**34 831**	**3 121**	**855**	**441**	**23**	**1**
541	Grocery stores	25	33 200	2 841	608	414	15	-
542	Meat and fish (seafood) markets	2	(D)	(D)	(D)	(D)	2	-
546	Retail bakeries	3	(D)	(D)	(D)	(D)	1	1
543, 4, 5, 9	Other food stores	6	955	104	13	12	5	-
55 ex. 554	**Automotive dealers**	**20**	**30 190**	**2 766**	**577**	**159**	**7**	-
551	New and used car dealers	4	19 175	1 756	369	94	-	-
552	Used car dealers	3	3 390	224	43	17	2	-
553	Auto and home supply stores	4	1 419	202	42	14	2	-
555, 6, 7, 9	Miscellaneous automotive dealers	9	6 206	584	103	34	3	-
554	**Gasoline service stations**	**26**	**12 144**	**595**	**142**	**107**	**13**	**3**
56	**Apparel and accessory stores**	**40**	**7 743**	**868**	**149**	**114**	**13**	**6**
561	Men's and boys' clothing stores	4	298	29	5	5	1	1
562, 3	Women's clothing and specialty stores	12	2 854	322	53	46	3	1
562	Women's clothing stores	9	2 460	294	49	43	1	1
563	Women's accessory and specialty stores	3	394	28	4	3	2	-
565	Family clothing stores	13	3 160	322	55	29	3	2
566	Shoe stores	3	649	105	20	15	1	-
564, 9	Other apparel and accessory stores	8	782	90	16	19	5	2
57	**Furniture and homefurnishings stores**	**11**	**4 726**	**543**	**129**	**42**	**4**	**1**
5712	Furniture stores	4	(D)	(D)	(D)	(D)	1	1
5713, 4, 9	Homefurnishings stores	3	(D)	(D)	(D)	(D)	1	-
572	Household appliance stores	1	(D)	(D)	(D)	(D)	-	-
573	Radio, television, computer, and music stores	3	(D)	(D)	(D)	(D)	2	-
58	**Eating and drinking places**	**99**	**24 938**	**6 659**	**1 004**	**887**	**63**	**16**
5812	Eating places	79	22 342	6 109	903	814	49	13
5813	Drinking places	20	2 596	550	101	73	14	3
591	**Drug and proprietary stores**	**5**	**4 013**	**565**	**130**	**67**	**1**	**1**

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	DOOR COUNTY—Con.							
59 ex. 591	**Miscellaneous retail stores**	**99**	**16 822**	**2 253**	**471**	**252**	**51**	**18**
592	Liquor stores	5	1 697	108	23	11	2	-
593	Used merchandise stores	3	230	25	2	4	-	1
594	Miscellaneous shopping goods stores	70	9 792	1 270	255	149	39	12
5941	Sporting goods stores and bicycle shops	10	1 761	211	43	24	4	-
5942, 3	Book, stationery stores	6	2 216	348	95	45	-	2
5944	Jewelry stores	5	682	134	28	14	3	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	49	5 133	577	89	66	32	10
596	Nonstore retailers	3	(D)	(D)	(D)	(D)	2	-
598	Fuel dealers	3	(D)	(D)	(D)	(D)	1	-
5992	Florists	5	631	118	23	20	3	1
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	-	-	-	-	-	-	-
5995	Optical goods stores	3	613	124	25	8	-	1
5999	Miscellaneous retail stores, n.e.c.	7	694	127	23	24	4	1
	DOUGLAS COUNTY							
	Retail trade	**354**	**234 028**	**25 973**	**5 933**	**3 330**	**110**	**29**
52	**Building materials and garden supplies stores**	**20**	**17 574**	**2 216**	**483**	**143**	**3**	**1**
521, 3	Building materials and supply stores	11	13 797	1 696	343	87	1	1
525	Hardware stores	7	(D)	(D)	(D)	(D)	1	-
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	(D)	1	-
527	Mobile home dealers	-	-	-	-	-	-	-
53	**General merchandise stores**	**7**	**(D)**	**(D)**	**(D)**	**(D)**	**2**	**-**
531	Department stores (incl. leased depts.)[1] [2]	3	25 610	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	3	(D)	(D)	(D)	(D)	-	-
533	Variety stores	2	(D)	(D)	(D)	(D)	-	-
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	2	-
54	**Food stores**	**31**	**43 923**	**3 794**	**823**	**387**	**10**	**3**
541	Grocery stores	17	42 026	3 436	749	304	3	1
542	Meat and fish (seafood) markets	-	-	-	-	-	-	-
546	Retail bakeries	6	628	170	41	44	4	-
543, 4, 5, 9	Other food stores	8	1 269	188	33	39	3	2
55 ex. 554	**Automotive dealers**	**16**	**49 383**	**3 145**	**729**	**171**	**5**	**-**
551	New and used car dealers	5	44 557	2 630	597	127	-	-
552	Used car dealers	-	-	-	-	-	-	-
553	Auto and home supply stores	6	2 599	400	114	36	1	-
555, 6, 7, 9	Miscellaneous automotive dealers	5	2 227	115	18	8	4	-
554	**Gasoline service stations**	**35**	**22 579**	**1 552**	**347**	**202**	**17**	**-**
56	**Apparel and accessory stores**	**21**	**7 595**	**967**	**265**	**123**	**1**	**1**
561	Men's and boys' clothing stores	1	(D)	(D)	(D)	(D)	-	-
562, 3	Women's clothing and specialty stores	8	2 231	254	66	45	-	-
562	Women's clothing stores	7	(D)	(D)	(D)	(D)	-	-
563	Women's accessory and specialty stores	1	(D)	(D)	(D)	(D)	-	-
565	Family clothing stores	2	(D)	(D)	(D)	(D)	-	-
566	Shoe stores	9	(D)	(D)	(D)	(D)	1	-
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)	-	1
57	**Furniture and homefurnishings stores**	**14**	**3 431**	**547**	**123**	**49**	**7**	**1**
5712	Furniture stores	5	2 119	401	89	31	3	-
5713, 4, 9	Homefurnishings stores	3	(D)	(D)	(D)	(D)	3	-
572	Household appliance stores	1	(D)	(D)	(D)	(D)	-	-
573	Radio, television, computer, and music stores	5	(D)	(D)	(D)	(D)	1	1
58	**Eating and drinking places**	**145**	**27 490**	**6 516**	**1 533**	**1 466**	**50**	**15**
5812	Eating places	80	20 994	5 433	1 225	1 216	26	8
5813	Drinking places	65	6 496	1 083	308	250	24	7
591	**Drug and proprietary stores**	**8**	**7 704**	**934**	**224**	**109**	**4**	**1**

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	DOUGLAS COUNTY—Con.							
	Miscellaneous retail stores	57	(D)	(D)	(D)	(D)	11	7
59 ex. 591								
		13	(D)	(D)	(D)	(D)	2	–
592	Liquor stores	2	(D)	(D)	(D)	(D)	–	–
593	Used merchandise stores							
		16	(D)	(D)	(D)	(D)	3	4
594	Miscellaneous shopping goods stores	7	(D)	(D)	(D)	(D)	2	2
5941	Sporting goods stores and bicycle shops	1	(D)	(D)	(D)	(D)	–	–
5942, 3	Book, stationery stores	3	(D)	(D)	(D)	(D)	–	1
5944	Jewelry stores	5	(D)	(D)	(D)	(D)	1	1
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores							
		5	(D)	(D)	(D)	(D)	3	–
596	Nonstore retailers	7	19 288	1 193	276	62	1	–
598	Fuel dealers	3	(D)	(D)	(D)	(D)	–	–
5992	Florists	–	–	–	–	–	–	1
5993	Tobacco stores and stands	2	(D)	(D)	(D)	(D)	–	1
5994	News dealers and newsstands	5	(D)	(D)	(D)	(D)	2	1
5995	Optical goods stores	4	(D)	(D)	(D)	(D)		
5999	Miscellaneous retail stores, n.e.c.							
	EAU CLAIRE COUNTY							
		628	524 995	64 583	15 137	8 939	152	37
	Retail trade	18	39 279	4 108	769	220	5	–
52	**Building materials and garden supplies stores**							
		13	37 700	3 950	738	195	2	–
521, 3	Building materials and supply stores	4	(D)	(D)	(D)	(D)	3	–
525	Hardware stores	1	(D)	(D)	(D)	(D)	–	–
526	Retail nurseries, lawn and garden supply stores	–	–	–	–	–	–	–
527	Mobile home dealers							
		17	97 892	10 047	2 533	1 440	3	–
53	**General merchandise stores**	7	(D)	(NA)	(NA)	(NA)	–	–
531	Department stores (incl. leased depts.)[1,2]	7	(D)	(D)	(D)	(D)	–	–
531	Department stores (excl. leased depts.)[1]	2	(D)	(D)	(D)	(D)	–	–
533	Variety stores	8	(D)	(D)	(D)	(D)	3	–
539	Miscellaneous general merchandise stores							
		49	100 239	8 670	2 017	1 133	16	–
54	**Food stores**	25	95 036	7 786	1 822	969	6	–
541	Grocery stores	3	894	91	23	17	2	–
542	Meat and fish (seafood) markets	14	(D)	(D)	(D)	(D)	5	–
546	Retail bakeries	7	(D)	(D)	(D)	(D)	3	–
543, 4, 5, 9	Other food stores							
		25	57 147	5 422	1 230	345	3	–
55 ex. 554	**Automotive dealers**							
		5	37 850	2 680	604	141	–	–
551	New and used car dealers	3	2 328	100	23	16	2	–
552	Used car dealers	12	8 621	1 629	378	130	1	–
553	Auto and home supply stores	5	8 348	1 013	225	58	–	–
555, 6, 7, 9	Miscellaneous automotive dealers							
		60	51 354	2 878	688	370	19	4
554	**Gasoline service stations**	86	28 041	3 625	876	549	8	3
56	**Apparel and accessory stores**	12	(D)	(D)	(D)	(D)	–	2
561	Men's and boys' clothing stores	42	15 065	1 894	473	309	4	–
562, 3	Women's clothing and specialty stores	41	(D)	(D)	(D)	(D)	4	–
562	Women's clothing stores	1	(D)	(D)	(D)	(D)	–	–
563	Women's accessory and specialty stores							
		5	(D)	(D)	(D)	(D)	–	1
565	Family clothing stores	23	6 240	831	200	121	2	–
566	Shoe stores	4	1 068	118	32	28	2	–
564, 9	Other apparel and accessory stores							
		54	30 581	4 159	869	355	9	6
57	**Furniture and homefurnishings stores**	15	9 173	1 312	293	129	2	–
5712	Furniture stores	12	(D)	(D)	(D)	(D)	4	2
5713, 4, 9	Homefurnishings stores	4	(D)	(D)	(D)	(D)	–	1
572	Household appliance stores	23	14 517	1 970	369	144	3	3
573	Radio, television, computer, and music stores							
		180	63 882	17 462	4 200	3 664	55	18
58	**Eating and drinking places**	118	53 726	15 041	3 554	3 183	27	11
5812	Eating places	62	10 156	2 421	646	481	28	7
5813	Drinking places							
		14	12 390	1 848	462	141	1	–
591	**Drug and proprietary stores**							

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	EAU CLAIRE COUNTY—Con.							
59 ex. 591	**Miscellaneous retail stores**	**125**	**44 290**	**6 364**	**1 493**	**722**	**33**	**6**
592	Liquor stores	7	3 919	249	66	62	2	-
593	Used merchandise stores	3	(D)	(D)	(D)	(D)	1	-
594	Miscellaneous shopping goods stores	64	17 501	2 476	574	320	18	4
5941	Sporting goods stores and bicycle shops	12	(D)	(D)	(D)	(D)	4	1
5942, 3	Book, stationery stores	6	1 971	246	55	32	-	-
5944	Jewelry stores	14	(D)	(D)	(D)	(D)	2	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	32	(D)	(D)	(D)	(D)	12	3
596	Nonstore retailers	11	10 664	1 782	451	122	3	-
598	Fuel dealers	5	3 236	221	60	15	-	-
5992	Florists	8	(D)	(D)	(D)	(D)	4	1
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	-	-	-	-	-	-	-
5995	Optical goods stores	9	3 170	625	142	54	-	-
5999	Miscellaneous retail stores, n.e.c.	18	(D)	(D)	(D)	(D)	5	1
	FOND DU LAC COUNTY							
	Retail trade	**580**	**480 952**	**55 391**	**12 946**	**6 793**	**199**	**34**
52	**Building materials and garden supplies stores**	**28**	**20 393**	**2 575**	**594**	**193**	**6**	**2**
521, 3	Building materials and supply stores	13	10 223	1 349	328	90	1	1
525	Hardware stores	7	2 721	433	126	53	2	1
526	Retail nurseries, lawn and garden supply stores	6	(D)	(D)	(D)	(D)	3	-
527	Mobile home dealers	2	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**15**	**87 217**	**7 842**	**1 784**	**918**	**-**	**-**
531	Department stores (incl. leased depts.)[1,2]	7	62 894	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	7	(D)	(D)	(D)	(D)	-	-
533	Variety stores	2	(D)	(D)	(D)	(D)	-	-
539	Miscellaneous general merchandise stores	6	(D)	(D)	(D)	(D)	-	-
54	**Food stores**	**54**	**87 346**	**8 517**	**2 048**	**865**	**21**	**4**
541	Grocery stores	35	82 573	7 679	1 845	734	13	2
542	Meat and fish (seafood) markets	6	2 641	390	97	44	2	1
546	Retail bakeries	11	(D)	(D)	(D)	(D)	5	1
543, 4, 5, 9	Other food stores	2	(D)	(D)	(D)	(D)	1	-
55 ex. 554	**Automotive dealers**	**49**	**114 788**	**9 076**	**2 094**	**575**	**11**	**2**
551	New and used car dealers	23	99 340	7 491	1 774[3]	455	3	-
552	Used car dealers	6	4 168	211	37	28	1	1
553	Auto and home supply stores	11	4 902	864	174	47	4	-
555, 6, 7, 9	Miscellaneous automotive dealers	9	6 358	510	109	45	3	1
554	**Gasoline service stations**	**47**	**37 585**	**2 590**	**569**	**290**	**22**	**1**
56	**Apparel and accessory stores**	**53**	**17 015**	**2 193**	**535**	**361**	**11**	**2**
561	Men's and boys' clothing stores	7	2 240	375	106	51	2	-
562, 3	Women's clothing and specialty stores	25	9 721	1 269	292	212	5	1
562	Women's clothing stores	22	(D)	(D)	(D)	(D)	4	1
563	Women's accessory and specialty stores	3	(D)	(D)	(D)	(D)	1	-
565	Family clothing stores	4	1 165	100	25	18	2	-
566	Shoe stores	12	3 521	411	103	66	-	1
564, 9	Other apparel and accessory stores	5	368	38	9	14	2	-
57	**Furniture and homefurnishings stores**	**38**	**15 445**	**2 189**	**541**	**183**	**14**	**-**
5712	Furniture stores	10	5 528	774	201	51	2	-
5713, 4, 9	Homefurnishings stores	7	2 985	531	122	41	3	-
572	Household appliance stores	11	2 550	308	77	36	7	-
573	Radio, television, computer, and music stores	10	4 382	576	141	55	2	-
58	**Eating and drinking places**	**181**	**52 893**	**13 230**	**3 035**	**2 672**	**78**	**19**
5812	Eating places	119	46 225	12 146	2 755	2 414	41	9
5813	Drinking places	62	6 668	1 084	280	258	37	10
591	**Drug and proprietary stores**	**19**	**18 684**	**2 474**	**663**	**236**	**3**	**-**

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	FOND DU LAC COUNTY—Con.							
59 ex. 591	**Miscellaneous retail stores**	96	29 606	4 704	1 083	500	33	4
592	Liquor stores	8	3 644	251	64	46	6	1
593	Used merchandise stores	4	419	104	25	18	1	–
594	Miscellaneous shopping goods stores	51	11 726	1 692	382	238	17	2
5941	Sporting goods stores and bicycle shops	10	2 121	339	62	37	4	–
5942, 3	Book, stationery stores	4	1 039	103	24	20	1	–
5944	Jewelry stores	14	4 237	722	164	58	2	1
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	23	4 329	528	132	123	10	1
596	Nonstore retailers	12	8 177	1 686	399	114	5	–
598	Fuel dealers	3	(D)	(D)	(D)	(D)	–	–
5992	Florists	7	1 060	250	59	31	4	–
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	–	–
5995	Optical goods stores	5	711	209	38	15	–	1
5999	Miscellaneous retail stores, n.e.c.	5	679	207	52	23	–	–
	GRANT COUNTY							
	Retail trade	364	201 278	23 234	5 346	2 906	206	37
52	**Building materials and garden supplies stores**	26	17 646	2 012	441	167	8	4
521, 3	Building materials and supply stores	13	9 17[illegible]	1 008	202	65	3	3
525	Hardware stores	12	(D)	(D)	(D)	(D)	4	1
526	Retail nurseries, lawn and garden supply stores	1	(D)	(D)	(D)	(D)	1	–
527	Mobile home dealers	–	–	–	–	–	–	–
53	**General merchandise stores**	11	19 844	1 936	470	264	3	1
531	Department stores (incl. leased depts.)[1, 2]	2	(D)	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	2	(D)	(D)	(D)	(D)	–	–
533	Variety stores	3	(D)	(D)	(D)	(D)	1	–
539	Miscellaneous general merchandise stores	6	(D)	(D)	(D)	(D)	2	1
54	**Food stores**	38	50 693	6 499	1 460	637	17	4
541	Grocery stores	30	48 356	6 071	1 359	582	11	3
542	Meat and fish (seafood) markets	2	(D)	(D)	(D)	(D)	–	1
546	Retail bakeries	5	(D)	(D)	(D)	(D)	5	–
543, 4, 5, 9	Other food stores	1	(D)	(D)	(D)	(D)	1	–
55 ex. 554	**Automotive dealers**	28	43 059	3 229	718	218	10	–
551	New and used car dealers	13	37 551	2 468	537	142	2	–
552	Used car dealers	6	(D)	(D)	(D)	(D)	3	–
553	Auto and home supply stores	7	3 582	562	127	49	3	–
555, 6, 7, 9	Miscellaneous automotive dealers	2	(D)	(D)	(D)	(D)	2	–
554	**Gasoline service stations**	45	22 347	1 412	337	185	31	2
56	**Apparel and accessory stores**	22	4 172	552	137	89	14	2
561	Men's and boys' clothing stores	3	745	82	18	9	2	–
562, 3	Women's clothing and specialty stores	10	2 424	355	92	60	4	2
562	Women's clothing stores	10	2 424	355	92	60	4	2
563	Women's accessory and specialty stores	–	–	–	–	–	–	–
565	Family clothing stores	2	(D)	(D)	(D)	(D)	2	–
566	Shoe stores	5	697	67	15	10	4	–
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)	2	–
57	**Furniture and homefurnishings stores**	19	6 339	877	202	68	6	3
5712	Furniture stores	6	2 756	392	92	31	1	1
5713, 4, 9	Homefurnishings stores	3	(D)	(D)	(D)	(D)	1	1
572	Household appliance stores	5	2 019	315	75	21	1	–
573	Radio, television, computer, and music stores	5	(D)	(D)	(D)	(D)	3	1
58	**Eating and drinking places**	126	24 145	4 493	1 034	1 062	86	17
5812	Eating places	69	19 630	3 925	888	896	39	10
5813	Drinking places	57	4 515	568	146	166	47	7
591	**Drug and proprietary stores**	11	5 233	1 008	247	78	3	–

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Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated busine: Individual proprietorships (number)	Pa (nu
	GRANT COUNTY—Con.							
59 ex. 591	**Miscellaneous retail stores**	**38**	**8 000**	**1 216**	**380**	**138**	**28**	
592	Liquor stores	9	1 245	79	17	15	7	
593	Used merchandise stores	1	(D)	(D)	(D)	(D)	1	
594	Miscellaneous shopping goods stores	15	2 184	316	78	48	10	
5941	Sporting goods stores and bicycle shops	4	881	55	16	15	3	
5942, 3	Book, stationery stores	1	(D)	(D)	(D)	(D)	-	
5944	Jewelry stores	4	(D)	(D)	(D)	(D)	2	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	6	324	36	9	9	4	
596	Nonstore retailers	4	2 878	508	131	28	3	
598	Fuel dealers	1	(D)	(D)	(D)	(D)	-	
5992	Florists	7	(D)	(D)	(D)	(D)	6	
5993	Tobacco stores and stands	-	-	-	-	-	-	
5994	News dealers and newsstands	-	-	-	-	-	-	
5995	Optical goods stores	-	-	-	-	-	-	
5999	Miscellaneous retail stores, n.e.c.	1	(D)	(D)	(D)	(D)	1	
	JEFFERSON COUNTY							
	Retail trade	**410**	**299 532**	**33 627**	**7 781**	**4 498**	**193**	
52	**Building materials and garden supplies stores**	**25**	**16 575**	**2 105**	**450**	**184**	**10**	
521, 3	Building materials and supply stores	11	11 827	1 496	337	97	3	
525	Hardware stores	11	4 154	570	104	82	5	
526	Retail nurseries, lawn and garden supply stores	3	594	39	9	5	2	
527	Mobile home dealers	-	-	-	-	-	-	
53	**General merchandise stores**	**14**	**48 650**	**4 698**	**1 063**	**579**	**4**	
531	Department stores (incl. leased depts.)[1 2]	4	40 626	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	4	38 533	3 671	837	484	-	
533	Variety stores	6	(D)	(D)	(D)	(D)	3	
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	(D)	1	
54	**Food stores**	**31**	**68 886**	**5 968**	**1 466**	**648**	**11**	
541	Grocery stores	19	67 899	5 759	1 416	607	5	
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	1	
546	Retail bakeries	8	764	176	47	36	4	
543, 4, 5, 9	Other food stores	3	(D)	(D)	(D)	(D)	1	
55 ex. 554	**Automotive dealers**	**30**	**52 111**	**3 942**	**920**	**243**	**7**	
551	New and used car dealers	13	46 226	3 167	770	188	1	
552	Used car dealers	4	(D)	(D)	(D)	(D)	3	
553	Auto and home supply stores	11	2 873	514	100	34	2	
555, 6, 7, 9	Miscellaneous automotive dealers	2	(D)	(D)	(D)	(D)	1	
554	**Gasoline service stations**	**42**	**31 481**	**2 032**	**458**	**273**	**15**	
56	**Apparel and accessory stores**	**23**	**8 511**	**1 069**	**257**	**150**	**10**	
561	Men's and boys' clothing stores	1	(D)	(D)	(D)	(D)	-	
562, 3	Women's clothing and specialty stores	9	1 904	287	63	54	5	
562	Women's clothing stores	9	1 904	287	63	54	5	
563	Women's accessory and specialty stores	-	-	-	-	-	-	
565	Family clothing stores	3	(D)	(D)	(D)	(D)	-	
566	Shoe stores	6	2 295	307	88	30	1	
564, 9	Other apparel and accessory stores	4	103	15	9	12	4	
57	**Furniture and homefurnishings stores**	**17**	**11 338**	**1 445**	**357**	**95**	**9**	
5712	Furniture stores	3	(D)	(D)	(D)	(D)	1	
5713, 4, 9	Homefurnishings stores	4	1 905	207	50	17	2	
572	Household appliance stores	5	(D)	(D)	(D)	(D)	2	
573	Radio, television, computer, and music stores	5	656	47	9	6	4	
58	**Eating and drinking places**	**155**	**39 761**	**9 547**	**2 124**	**1 930**	**94**	
5812	Eating places	108	36 041	8 989	1 994	1 851	57	
5813	Drinking places	47	3 720	558	130	129	37	
591	**Drug and proprietary stores**	**11**	**7 671**	**1 097**	**294**	**126**	**1**	

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	JEFFERSON COUNTY—Con.							
59 ex. 591	**Miscellaneous retail stores**	**62**	**14 548**	**1 734**	**392**	**240**	**32**	**6**
592	Liquor stores	9	3 251	322	82	46	3	1
593	Used merchandise stores	3	(D)	(D)	(D)	(D)	3	–
594	Miscellaneous shopping goods stores	29	5 637	549	122	80	12	4
5941	Sporting goods stores and bicycle shops	8	(D)	(D)	(D)	(D)	3	–
5942, 3	Book, stationery stores	3	(D)	(D)	(D)	(D)	1	1
5944	Jewelry stores	8	1 175	145	36	19	4	1
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	10	2 329	177	42	34	4	2
596	Nonstore retailers	7	3 389	417	88	44	5	–
598	Fuel dealers	3	878	121	29	11	2	–
5992	Florists	5	840	208	44	41	5	–
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	–	–
5995	Optical goods stores	2	(D)	(D)	(D)	(D)	–	–
5999	Miscellaneous retail stores, n.e.c.	3	(D)	(D)	(D)	(D)	2	1
	KENOSHA COUNTY **(Coextensive with Kenosha, WI PMSA; see table 8.)**							
	LA CROSSE COUNTY **(Coextensive with La Crosse, WI MSA; see table 8.)**							
	MANITOWOC COUNTY							
	Retail trade	**494**	**331 607**	**39 803**	**9 242**	**5 423**	**220**	**35**
52	**Building materials and garden supplies stores**	**27**	**15 085**	**1 889**	**417**	**163**	**11**	**1**
521, 3	Building materials and supply stores	11	9 464	1 122	250	66	3	–
525	Hardware stores	9	3 419	468	100	55	3	1
526	Retail nurseries, lawn and garden supply stores	6	(D)	(D)	(D)	(D)	5	–
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	–	–
53	**General merchandise stores**	**12**	**48 322**	**5 661**	**1 345**	**695**	**–**	**–**
531	Department stores (incl. leased depts.)[1, 2]	6	43 895	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	6	41 206	4 608	1 090	571	–	–
533	Variety stores	1	(D)	(D)	(D)	(D)	–	–
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)	–	–
54	**Food stores**	**52**	**88 094**	**8 639**	**2 042**	**1 200**	**17**	**4**
541	Grocery stores	33	83 914	7 649	1 819	1 072	9	2
542	Meat and fish (seafood) markets	8	2 431	354	85	46	5	1
546	Retail bakeries	7	1 049	457	98	44	2	1
543, 4, 5, 9	Other food stores	4	700	179	40	38	1	–
55 ex. 554	**Automotive dealers**	**35**	**64 685**	**5 961**	**1 284**	**377**	**7**	**2**
551	New and used car dealers	11	49 152	4 441	965	254	–	–
552	Used car dealers	11	6 404	516	113	47	5	2
553	Auto and home supply stores	6	4 615	628	136	43	1	–
555, 6, 7, 9	Miscellaneous automotive dealers	7	4 514	366	70	33	1	–
554	**Gasoline service stations**	**48**	**29 960**	**1 881**	**447**	**237**	**28**	**–**
56	**Apparel and accessory stores**	**34**	**7 352**	**1 042**	**257**	**163**	**9**	**–**
561	Men's and boys' clothing stores	2	(D)	(D)	(D)	(D)	2	–
562, 3	Women's clothing and specialty stores	12	2 859	338	94	64	3	–
562	Women's clothing stores	12	2 859	338	94	64	3	–
563	Women's accessory and specialty stores	–	–	–	–	–	–	–
565	Family clothing stores	1	(D)	(D)	(D)	(D)	–	–
566	Shoe stores	15	2 258	344	82	49	2	–
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	(D)	2	–
57	**Furniture and homefurnishings stores**	**24**	**11 486**	**1 781**	**437**	**137**	**6**	**1**
5712	Furniture stores	11	5 586	859	207	60	4	–
5713, 4, 9	Homefurnishings stores	3	911	163	36	20	2	1
572	Household appliance stores	5	2 774	321	79	26	–	–
573	Radio, television, computer, and music stores	5	2 193	438	115	31	–	–
58	**Eating and drinking places**	**169**	**36 809**	**9 021**	**2 077**	**1 968**	**103**	**18**
5812	Eating places	108	30 586	7 858	1 806	1 676	61	11
5813	Drinking places	61	6 222	1 163	271	292	42	5
591	**Drug and proprietary stores**	**12**	**9 898**	**1 535**	**349**	**142**	**1**	**–**

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	MANITOWOC COUNTY—Con.							
59 ex. 591	**Miscellaneous retail stores**	**81**	**19 937**	**2 403**	**587**	**341**	**38**	**11**
592	Liquor stores	11	5 992	381	128	61	3	1
593	Used merchandise stores	7	624	85	23	16	5	-
594	Miscellaneous shopping goods stores	40	7 904	1 094	249	153	16	7
5941	Sporting goods stores and bicycle shops	8	1 945	252	45	24	5	-
5942, 3	Book, stationery stores	3	1 169	95	22	19	-	-
5944	Jewelry stores	7	2 594	428	102	41	2	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	22	2 196	319	80	69	9	7
596	Nonstore retailers	6	3 038	383	79	49	3	-
598	Fuel dealers	3	297	25	10	5	3	-
5992	Florists	7	938	215	44	35	4	2
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	-	-	-	-	-	-	-
5995	Optical goods stores	2	(D)	(D)	(D)	(D)	-	-
5999	Miscellaneous retail stores, n.e.c.	5	(D)	(D)	(D)	(D)	4	1
	MARATHON COUNTY (Coextensive with Wausau, WI MSA; see table 8.)							
	MILWAUKEE COUNTY							
	Retail trade	**5 680**	**5 839 616**	**723 002**	**169 170**	**80 363**	**1 393**	**246**
52	**Building materials and garden supplies stores**	**197**	**219 979**	**31 608**	**6 419**	**2 460**	**26**	**4**
521, 3	Building materials and supply stores	99	141 925	19 472	3 848	1 201	9	1
521	Lumber and other building materials dealers	62	123 086	16 835	3 229	1 005	3	-
523	Paint, glass, and wallpaper stores	37	18 839	2 637	619	196	6	1
525	Hardware stores	69	49 367	8 667	1 913	897	7	3
526	Retail nurseries, lawn and garden supply stores	22	(D)	(D)	(D)	(D)	8	-
527	Mobile home dealers	7	(D)	(D)	(D)	(D)	2	-
53	**General merchandise stores**	**89**	**751 950**	**84 324**	**20 415**	**9 694**	**6**	**1**
531	Department stores (incl. leased depts.)[1, 2]	45	744 298	(NA)	(NA)	(NA)	-	1
531	Department stores (excl. leased depts.)[1]	45	693 063	77 261	18 653	8 821	-	1
533	Variety stores	32	26 379	4 302	1 115	620	2	-
539	Miscellaneous general merchandise stores	12	32 508	2 761	647	253	4	-
54	**Food stores**	**548**	**1 107 595**	**106 630**	**25 184**	**11 047**	**173**	**22**
541	Grocery stores	339	1 042 288	94 998	22 548	9 308	108	9
542	Meat and fish (seafood) markets	28	12 132	923	235	129	16	2
546	Retail bakeries	67	26 639	6 801	1 537	1 099	26	5
543, 4, 5, 9	Other food stores	94	26 536	3 908	864	511	23	7
543	Fruit and vegetable markets	11	10 682	1 630	333	153	5	1
544	Candy, nut, and confectionery stores	45	7 813	1 346	303	174	10	1
545	Dairy products stores	9	1 598	209	40	37	1	1
549	Miscellaneous food stores	29	6 443	723	188	147	7	4
55 ex. 554	**Automotive dealers**	**235**	**1 124 176**	**97 333**	**22 025**	**4 705**	**44**	**8**
551	New and used car dealers	64	986 309	80 447	18 205	3 558	4	1
552	Used car dealers	61	47 052	3 724	845	275	16	3
553	Auto and home supply stores	91	61 422	9 990	2 348	657	21	1
553 pt.	Tire, battery, and accessory dealers	86	(D)	(D)	(D)	(D)	17	1
553 pt.	Other auto and home supply stores	5	(D)	(D)	(D)	(D)	4	-
555, 6, 7, 9	Miscellaneous automotive dealers	19	29 393	3 172	629	215	3	-
555	Boat dealers	5	(D)	(D)	(D)	(D)	-	-
556	Recreational vehicle dealers	2	(D)	(D)	(D)	(D)	-	-
557	Motorcycle dealers	10	11 262	1 058	222	70	3	-
559	Automotive dealers, n.e.c.	2	(D)	(D)	(D)	(D)	-	-
554	**Gasoline service stations**	**416**	**407 052**	**24 282**	**5 776**	**2 630**	**162**	**24**

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	MILWAUKEE COUNTY—Con.							
56	**Apparel and accessory stores**	**583**	**309 983**	**38 824**	**9 298**	**4 977**	**48**	**10**
561	Men's and boys' clothing stores	64	37 821	5 917	1 505	554	4	1
562, 3	Women's clothing and specialty stores	246	130 118	15 646	3 808	2 344	20	3
562	Women's clothing stores	213	118 709	13 987	3 318	2 164	13	2
563	Women's accessory and specialty stores	33	11 409	1 659	490	180	7	1
565	Family clothing stores	45	59 576	5 935	1 310	765	3	2
566	Shoe stores	180	68 328	9 466	2 180	1 003	7	1
566 pt.	Men's shoe stores	27	(D)	(D)	(D)	(D)	1	–
566 pt.	Women's shoe stores	58	18 316	2 755	671	279	4	–
566 pt.	Children's and juveniles' shoe stores	9	(D)	(D)	(D)	(D)	–	–
566 pt.	Family shoe stores	86	40 947	5 217	1 172	595	2	1
564, 9	Other apparel and accessory stores	48	14 140	1 860	495	311	14	3
564	Children's and infants' wear stores	14	8 032	929	274	164	4	–
569	Miscellaneous apparel and accessory stores	34	6 108	931	221	147	10	3
57	**Furniture and homefurnishings stores**	**417**	**392 615**	**52 017**	**12 331**	**3 677**	**80**	**6**
5712	Furniture stores	104	109 652	16 947	4 173	1 008	21	1
5713, 4, 9	Homefurnishings stores	119	55 740	8 813	1 923	728	25	2
5713	Floor covering stores	45	31 192	4 380	910	270	7	–
5714	Drapery and upholstery stores	11	1 659	439	95	34	7	–
5719	Miscellaneous homefurnishings stores	63	22 889	3 994	918	424	11	2
572	Household appliance stores	42	38 225	4 700	1 110	308	14	–
573	Radio, television, computer, and music stores	152	188 998	21 557	5 125	1 633	20	3
5731, 4	Radio, television, electronics, and computer stores	98	150 793	16 437	3 858	1 230	12	2
5735	Record and prerecorded tape stores	26	25 627	2 978	761	262	4	–
5736	Musical instrument stores	28	12 578	2 142	506	141	4	1
58	**Eating and drinking places**	**1 933**	**674 132**	**173 764**	**40 891**	**30 429**	**590**	**124**
5812	Eating places	1 280	589 890	156 422	36 610	27 294	247	88
5812 pt.	Restaurants and lunchrooms	632	291 246	86 987	20 825	14 118	134	50
5812 pt.	Cafeterias	12	(D)	(D)	(D)	(D)	1	–
5812 pt.	Refreshment places	474	231 689	51 548	11 894	10 615	85	33
5812 pt.	Other eating places	162	(D)	(D)	(D)	(D)	27	5
5813	Drinking places	653	84 242	17 342	4 281	3 135	343	36
591	**Drug and proprietary stores**	**221**	**256 261**	**31 782**	**7 914**	**3 104**	**24**	**1**
591 pt.	Drug stores	197	(D)	(D)	(D)	(D)	24	1
591 pt.	Proprietary stores	24	(D)	(D)	(D)	(D)	–	–
59 ex. 591	**Miscellaneous retail stores**	**1 041**	**595 873**	**82 438**	**18 917**	**7 640**	**240**	**48**
592	Liquor stores	151	103 476	7 113	1 647	857	49	7
593	Used merchandise stores	58	15 859	3 342	804	478	16	8
594	Miscellaneous shopping goods stores	437	198 108	26 865	6 610	3 128	82	10
5941	Sporting goods stores and bicycle shops	70	43 246	6 326	1 449	549	12	4
5941 pt.	General line sporting goods stores	23	20 612	2 375	593	242	3	1
5941 pt.	Specialty line sporting goods stores	47	22 634	3 951	856	307	9	3
5942	Book stores	39	(D)	(D)	(D)	(D)	11	–
5943	Stationery stores	13	(D)	(D)	(D)	(D)	5	–
5944	Jewelry stores	112	52 612	8 734	2 327	884	11	–
5945	Hobby, toy, and game shops	33	28 195	2 331	572	315	8	1
5946	Camera and photographic supply stores	19	7 656	832	186	100	2	–
5947	Gift, novelty, and souvenir shops	111	30 549	4 200	969	665	30	3
5948	Luggage and leather goods stores	7	1 978	329	96	31	–	–
5949	Sewing, needlework, and piece goods stores	33	12 983	1 733	433	279	3	2
596	Nonstore retailers	90	167 853	23 524	4 812	1 461	15	2
5961	Catalog and mail-order houses	27	120 858	13 747	2 494	838	5	1
5962	Merchandising machine operators	25	29 214	5 953	1 317	371	6	–
5963	Direct selling establishments	38	17 781	3 824	1 001	252	4	1
598	Fuel dealers	17	23 708	3 248	838	170	1	1
5983	Fuel oil dealers	13	21 286	2 745	671	136	1	1
5984	Liquefied petroleum gas (bottled gas) dealers	3	(D)	(D)	(D)	(D)	–	–
5989	Fuel dealers, n.e.c.	1	(D)	(D)	(D)	(D)	–	–
5992	Florists	75	15 170	3 640	842	449	33	7
5993	Tobacco stores and stands	11	3 413	335	79	45	7	–
5994	News dealers and newsstands	5	(D)	(D)	(D)	(D)	3	–
5995	Optical goods stores	71	21 120	4 806	1 155	292	2	3
5999	Miscellaneous retail stores, n.e.c.	126	(D)	(D)	(D)	(D)	32	10
5999 pt.	Pet shops	28	6 179	1 249	302	169	12	3
5999 pt.	Typewriter stores	1	(D)	(D)	(D)	(D)	–	–
5999 pt.	Other miscellaneous retail stores, n.e.c.	97	(D)	(D)	(D)	(D)	20	7

See footnotes at end of table.

Table 7. **Summary Statistics for Counties With 350 Establishments or More: 1987**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, incl revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated busines: Individual proprietorships (number)	Pa (nu
	OUTAGAMIE COUNTY							
	Retail trade	**895**	**915 802**	**105 034**	**24 830**	**12 041**	**312**	
52	**Building materials and garden supplies stores**	**49**	**74 312**	**8 250**	**1 950**	**573**	**13**	
521, 3	Building materials and supply stores	28	64 738	6 874	1 632	399	4	
525	Hardware stores	14	7 138	955	227	113	6	
526	Retail nurseries, lawn and garden supply stores	7	2 436	411	91	61	3	
527	Mobile home dealers	–	–	–	–	–	–	
53	**General merchandise stores**	**23**	**(D)**	**(D)**	**(D)**	**(D)**	**5**	
531	Department stores (incl. leased depts.)[1, 2]	11	144 875	(NA)	(NA)	(NA)	–	
531	Department stores (excl. leased depts.)[1]	11	(D)	(D)	(D)	(D)	–	
533	Variety stores	4	(D)	(D)	(D)	(D)	3	
539	Miscellaneous general merchandise stores	8	(D)	(D)	(D)	(D)	2	
54	**Food stores**	**68**	**136 440**	**12 805**	**3 065**	**1 542**	**20**	
541	Grocery stores	38	128 519	10 989	2 665	1 247	7	
542	Meat and fish (seafood) markets	4	2 530	361	84	36	3	
546	Retail bakeries	14	3 644	1 205	260	216	6	
543, 4, 5, 9	Other food stores	12	1 747	250	56	43	4	
55 ex. 554	**Automotive dealers**	**74**	**238 485**	**20 163**	**4 850**	**1 042**	**18**	
551	New and used car dealers	28	195 682	15 714	3 863	740	3	
552	Used car dealers	15	16 718	1 235	279	95	7	
553	Auto and home supply stores	21	14 321	2 187	495	134	7	
555, 6, 7, 8	Miscellaneous automotive dealers	10	11 764	1 027	213	73	1	
554	**Gasoline service stations**	**64**	**61 147**	**3 710**	**900**	**415**	**24**	
56	**Apparel and accessory stores**	**96**	**36 205**	**4 341**	**998**	**591**	**14**	
561	Men's and boys' clothing stores	11	(D)	(D)	(D)	(D)	–	
562, 3	Women's clothing and specialty stores	48	17 287	2 204	512	325	11	
562	Women's clothing stores	47	(D)	(D)	(D)	(D)	11	
563	Women's accessory and specialty stores	1	(D)	(D)	(D)	(D)	–	
565	Family clothing stores	3	(D)	(D)	(D)	(D)	–	
566	Shoe stores	29	8 141	1 028	251	132	2	
564, 9	Other apparel and accessory stores	5	1 422	199	46	26	1	
57	**Furniture and homefurnishings stores**	**71**	**44 627**	**7 142**	**1 737**	**489**	**26**	
5712	Furniture stores	21	(D)	(D)	(D)	(D)	6	
5713, 4, 9	Homefurnishings stores	15	(D)	(D)	(D)	(D)	10	
572	Household appliance stores	12	(D)	(D)	(D)	(D)	3	
573	Radio, television, computer, and music stores	23	(D)	(D)	(D)	(D)	7	
58	**Eating and drinking places**	**269**	**84 924**	**21 100**	**4 956**	**4 423**	**127**	
5812	Eating places	190	75 163	19 150	4 507	4 012	70	
5813	Drinking places	79	9 761	1 950	449	411	57	
591	**Drug and proprietary stores**	**17**	**15 560**	**2 335**	**508**	**202**	**1**	
59 ex. 591	**Miscellaneous retail stores**	**164**	**(D)**	**(D)**	**(D)**	**(D)**	**54**	
592	Liquor stores	11	7 527	293	67	41	7	
593	Used merchandise stores	8	(D)	(D)	(D)	(D)	5	
594	Miscellaneous shopping goods stores	79	22 888	3 062	709	384	29	
5941	Sporting goods stores and bicycle shops	17	6 048	740	174	86	5	
5942, 3	Book, stationery stores	8	(D)	(D)	(D)	(D)	3	
5944	Jewelry stores	20	(D)	(D)	(D)	(D)	8	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	34	8 391	1 082	250	164	13	
596	Nonstore retailers	14	(D)	(D)	(D)	(D)	8	
598	Fuel dealers	11	11 109	943	213	66	3	
5992	Florists	10	(D)	(D)	(D)	(D)	5	
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	1	
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	1	
5995	Optical goods stores	9	3 654	654	161	49	–	
5999	Miscellaneous retail stores, n.e.c.	20	4 318	843	185	101	5	

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	OZAUKEE COUNTY							
	Retail trade	**423**	**371 054**	**44 985**	**10 453**	**4 970**	**135**	**17**
52	**Building materials and garden supplies stores**	**30**	**32 096**	**4 222**	**934**	**317**	**8**	**1**
521, 3	Building materials and supply stores	11	(D)	(D)	(D)	(D)	3	–
525	Hardware stores	14	8 546	1 353	319	160	2	1
526	Retail nurseries, lawn and garden supply stores	5	(D)	(D)	(D)	(D)	3	–
527	Mobile home dealers	–	–	–	–	–	–	–
53	**General merchandise stores**	**7**	**15 744**	**1 688**	**383**	**214**	**3**	**1**
531	Department stores (incl. leased depts.)[1, 2]	2	(D)	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	2	(D)	(D)	(D)	(D)	–	–
533	Variety stores	4	(D)	(D)	(D)	(D)	3	–
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)	–	1
54	**Food stores**	**36**	**72 321**	**7 931**	**1 920**	**780**	**9**	**2**
541	Grocery stores	22	69 563	7 384	1 797	677	2	2
542	Meat and fish (seafood) markets	6	1 712	206	47	36	3	–
546	Retail bakeries	6	(D)	(D)	(D)	(D)	3	–
543, 4, 5, 9	Other food stores	2	(D)	(D)	(D)	(D)	1	–
55 ex. 554	**Automotive dealers**	**27**	**115 349**	**10 532**	**2 481**	**535**	**1**	**–**
551	New and used car dealers	16	105 906	9 398	2 215	450	–	–
552	Used car dealers	1	(D)	(D)	(D)	(D)	–	–
553	Auto and home supply stores	6	(D)	(D)	(D)	(D)	–	–
555, 6, 7, 9	Miscellaneous automotive dealers	4	3 795	328	68	38	1	–
554	**Gasoline service stations**	**38**	**33 226**	**2 335**	**600**	**287**	**14**	**–**
56	**Apparel and accessory stores**	**27**	**8 304**	**1 179**	**288**	**153**	**3**	**1**
561	Men's and boys' clothing stores	3	(D)	(D)	(D)	(D)	–	–
562, 3	Women's clothing and specialty stores	12	2 109	240	61	49	1	1
562	Women's clothing stores	11	(D)	(D)	(D)	(D)	1	1
563	Women's accessory and specialty stores	1	(D)	(D)	(D)	(D)	–	–
565	Family clothing stores	1	(D)	(D)	(D)	(D)	–	–
566	Shoe stores	7	2 317	308	92	36	–	–
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	(D)	2	–
57	**Furniture and homefurnishings stores**	**35**	**17 143**	**2 191**	**540**	**185**	**10**	**1**
5712	Furniture stores	13	7 403	1 040	277	94	4	–
5713, 4, 9	Homefurnishings stores	7	(D)	(D)	(D)	(D)	3	1
572	Household appliance stores	4	(D)	(D)	(D)	(D)	1	–
573	Radio, television, computer, and music stores	11	6 904	818	183	82	2	–
58	**Eating and drinking places**	**122**	**36 196**	**9 524**	**2 108**	**1 905**	**47**	**7**
5812	Eating places	92	33 374	9 080	2 014	1 825	27	6
5813	Drinking places	30	2 822	444	94	80	20	1
591	**Drug and proprietary stores**	**14**	**13 369**	**1 894**	**414**	**185**	**–**	**–**
59 ex. 591	**Miscellaneous retail stores**	**87**	**26 306**	**3 689**	**785**	**409**	**40**	**4**
592	Liquor stores	7	6 062	320	81	88	3	1
593	Used merchandise stores	6	(D)	(D)	(D)	(D)	2	1
594	Miscellaneous shopping goods stores	43	10 330	1 620	341	174	22	1
5941	Sporting goods stores and bicycle shops	10	3 921	618	116	40	5	–
5942, 3	Book, stationery stores	3	(D)	(D)	(D)	(D)	1	1
5944	Jewelry stores	8	(D)	(D)	(D)	(D)	5	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	22	3 837	608	130	94	11	–
596	Nonstore retailers	6	1 834	371	75	32	2	–
598	Fuel dealers	2	(D)	(D)	(D)	(D)	–	–
5992	Florists	9	985	173	36	22	7	–
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	–	1
5995	Optical goods stores	4	520	125	30	8	–	–
5999	Miscellaneous retail stores, n.e.c.	9	(D)	(D)	(D)	(D)	4	–

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, includi revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Estab-lishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated business Individual proprie-torships (number)	Partn sh (numb
	PORTAGE COUNTY							
	Retail trade	**377**	**327 560**	**38 441**	**8 744**	**5 031**	**161**	
52	**Building materials and garden supplies stores**	**24**	**22 533**	**3 089**	**679**	**221**	**8**	
521, 3	Building materials and supply stores	11	13 826	1 690	388	115	2	
525	Hardware stores	9	(D)	(D)	(D)	(D)	4	
526	Retail nurseries, lawn and garden supply stores	3	(D)	(D)	(D)	(D)	2	
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	-	
53	**General merchandise stores**	**9**	**50 767**	**4 988**	**1 140**	**569**	**2**	
531	Department stores (incl. leased depts.)[1, 2]	4	39 098	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	4	35 879	3 752	879	485	-	
533	Variety stores	-	-	-	-	-	-	
539	Miscellaneous general merchandise stores	5	14 888	1 236	261	84	2	
54	**Food stores**	**33**	**54 706**	**5 127**	**1 104**	**666**	**11**	
541	Grocery stores	25	53 456	4 855	1 035	633	9	
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	-	
546	Retail bakeries	4	(D)	(D)	(D)	(D)	-	
543, 4, 5, 9	Other food stores	3	(D)	(D)	(D)	(D)	2	
55 ex. 554	**Automotive dealers**	**18**	**56 925**	**4 255**	**981**	**255**	**5**	
551	New and used car dealers	9	50 658	3 459	793	189	1	
552	Used car dealers	2	(D)	(D)	(D)	(D)	2	
553	Auto and home supply stores	5	3 383	574	132	43	-	
555, 6, 7, 9	Miscellaneous automotive dealers	2	(D)	(D)	(D)	(D)	2	
554	**Gasoline service stations**	**18**	**17 368**	**963**	**235**	**123**	**6**	
56	**Apparel and accessory stores**	**32**	**11 441**	**1 396**	**331**	**190**	**8**	
561	Men's and boys' clothing stores	2	(D)	(D)	(D)	(D)	1	
562, 3	Women's clothing and specialty stores	20	5 329	592	138	106	7	
562	Women's clothing stores	18	(D)	(D)	(D)	(D)	6	
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	1	
565	Family clothing stores	3	1 686	154	40	23	-	
566	Shoe stores	6	3 162	475	113	43	-	
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)	-	
57	**Furniture and homefurnishings stores**	**24**	**15 224**	**1 888**	**346**	**132**	**8**	
5712	Furniture stores	6	9 559	1 175	197	62	1	
5713, 4, 9	Homefurnishings stores	5	1 984	339	84	33	1	
572	Household appliance stores	4	958	115	24	11	2	
573	Radio, television, computer, and music stores	9	2 723	259	41	26	4	
58	**Eating and drinking places**	**138**	**40 070**	**10 857**	**2 469**	**2 284**	**73**	
5812	Eating places	91	34 622	9 846	2 220	2 054	38	
5813	Drinking places	47	5 448	1 011	249	230	35	
591	**Drug and proprietary stores**	**7**	**4 856**	**665**	**150**	**67**	**2**	
59 ex. 591	**Miscellaneous retail stores**	**74**	**53 670**	**5 213**	**1 309**	**524**	**38**	
592	Liquor stores	10	6 497	144	33	21	4	
593	Used merchandise stores	2	(D)	(D)	(D)	(D)	1	
594	Miscellaneous shopping goods stores	38	8 214	1 113	253	161	23	
5941	Sporting goods stores and bicycle shops	9	2 689	365	94	45	6	
5942, 3	Book, stationery stores	4	577	61	13	9	3	
5944	Jewelry stores	7	1 575	267	54	23	4	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	18	3 373	420	92	84	10	
596	Nonstore retailers	10	(D)	(D)	(D)	(D)	5	
598	Fuel dealers	2	(D)	(D)	(D)	(D)	-	
5992	Florists	8	1 187	288	66	39	4	
5993	Tobacco stores and stands	-	-	-	-	-	-	
5994	News dealers and newsstands	-	-	-	-	-	-	
5995	Optical goods stores	1	(D)	(D)	(D)	(D)	-	
5999	Miscellaneous retail stores, n.e.c.	3	(D)	(D)	(D)	(D)	1	
	RACINE COUNTY **(Coextensive with Racine, WI PMSA; see table 8.)**							
	ROCK COUNTY **(Coextensive with Janesville-Beloit, WI MSA; see table 8.)**							

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	SAUK COUNTY							
	Retail trade	**383**	**267 384**	**30 539**	**6 828**	**3 675**	**149**	**33**
52	**Building materials and garden supplies stores**	**35**	**23 305**	**3 370**	**815**	**275**	**10**	**3**
521, 3	Building materials and supply stores	16	8 287	1 051	228	84	3	2
525	Hardware stores	14	13 187	2 114	543	175	4	1
526	Retail nurseries, lawn and garden supply stores	4	(D)	(D)	(D)	(D)	3	–
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	–	–
53	**General merchandise stores**	**10**	**22 853**	**2 045**	**506**	**249**	**1**	**1**
531	Department stores (incl. leased depts.)[1,2]	1	(D)	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	1	(D)	(D)	(D)	(D)	–	–
533	Variety stores	1	(D)	(D)	(D)	(D)	–	–
539	Miscellaneous general merchandise stores	8	(D)	(D)	(D)	(D)	1	1
54	**Food stores**	**39**	**71 308**	**5 979**	**1 401**	**731**	**14**	**4**
541	Grocery stores	28	67 680	5 596	1 310	687	8	3
542	Meat and fish (seafood) markets	6	3 197	348	81	31	3	1
546	Retail bakeries	–	–	–	–	–	–	–
543, 4, 5, 9	Other food stores	5	431	35	10	13	3	–
55 ex. 554	**Automotive dealers**	**21**	**47 691**	**3 038**	**703**	**170**	**3**	**–**
551	New and used car dealers	13	45 185	2 770	652	155	2	–
552	Used car dealers	4	1 575	126	23	6	1	–
553	Auto and home supply stores	1	(D)	(D)	(D)	(D)	–	–
555, 6, 7, 9	Miscellaneous automotive dealers	3	(D)	(D)	(D)	(D)	–	–
554	**Gasoline service stations**	**33**	**27 145**	**1 818**	**427**	**244**	**12**	**3**
56	**Apparel and accessory stores**	**23**	**8 078**	**888**	**208**	**140**	**9**	**1**
561	Men's and boys' clothing stores	1	(D)	(D)	(D)	(D)	1	–
562, 3	Women's clothing and specialty stores	9	1 680	234	58	52	4	1
562	Women's clothing stores	7	(D)	(D)	(D)	(D)	3	1
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	1	–
565	Family clothing stores	7	4 839	517	121	62	1	–
566	Shoe stores	5	(D)	(D)	(D)	(D)	3	–
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)	–	–
57	**Furniture and homefurnishings stores**	**20**	**5 784**	**951**	**234**	**87**	**7**	**2**
5712	Furniture stores	7	2 865	504	125	34	1	1
5713, 4, 9	Homefurnishings stores	1	(D)	(D)	(D)	(D)	–	–
572	Household appliance stores	5	(D)	(D)	(D)	(D)	2	–
573	Radio, television, computer, and music stores	7	1 704	311	78	31	4	1
58	**Eating and drinking places**	**125**	**34 337**	**8 990**	**1 723**	**1 425**	**58**	**11**
5812	Eating places	86	30 805	8 387	1 588	1 309	34	7
5813	Drinking places	39	3 532	603	135	116	24	4
591	**Drug and proprietary stores**	**11**	**6 196**	**1 025**	**261**	**122**	**1**	**–**
59 ex. 591	**Miscellaneous retail stores**	**66**	**20 707**	**2 435**	**550**	**232**	**34**	**8**
592	Liquor stores	7	1 333	112	26	18	3	1
593	Used merchandise stores	2	(D)	(D)	(D)	(D)	2	–
594	Miscellaneous shopping goods stores	28	3 255	411	81	58	16	6
5941	Sporting goods stores and bicycle shops	5	(D)	(D)	(D)	(D)	4	–
5942, 3	Book, stationery stores	1	(D)	(D)	(D)	(D)	–	–
5944	Jewelry stores	4	755	138	29	20	1	1
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	18	1 805	205	41	29	11	5
596	Nonstore retailers	7	5 570	429	106	30	3	–
598	Fuel dealers	9	4 546	776	202	45	2	1
5992	Florists	8	2 211	400	77	50	7	–
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	–	–	–	–	–	–	–
5995	Optical goods stores	1	(D)	(D)	(D)	(D)	–	–
5999	Miscellaneous retail stores, n.e.c.	4	(D)	(D)	(D)	(D)	1	–
	SHEBOYGAN COUNTY (Coextensive with Sheboygan, WI MSA; see table 8.)							

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	WALWORTH COUNTY							
	Retail trade	**566**	**389 330**	**45 362**	**10 385**	**5 590**	**208**	**33**
52	**Building materials and garden supplies stores**	**30**	**33 926**	**3 542**	**845**	**269**	**8**	**-**
521, 3	Building materials and supply stores	11	25 828	2 476	600	133	-	-
525	Hardware stores	15	6 899	927	222	123	5	-
526	Retail nurseries, lawn and garden supply stores	4	1 199	139	23	13	3	-
527	Mobile home dealers	-	-	-	-	-	-	-
53	**General merchandise stores**	**18**	**30 788**	**2 614**	**614**	**388**	**3**	**3**
531	Department stores (incl. leased depts.)[1, 2]	2	(D)	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	2	(D)	(D)	(D)	(D)	-	-
533	Variety stores	6	2 356	397	94	65	1	-
539	Miscellaneous general merchandise stores	10	(D)	(D)	(D)	(D)	2	3
54	**Food stores**	**42**	**85 853**	**8 065**	**1 834**	**808**	**11**	**3**
541	Grocery stores	37	84 582	7 632	1 737	770	10	2
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	(D)	-	-
546	Retail bakeries	3	(D)	(D)	(D)	(D)	1	1
543, 4, 5, 9	Other food stores	1	(D)	(D)	(D)	(D)	-	-
55 ex. 554	**Automotive dealers**	**30**	**70 812**	**6 017**	**1 350**	**330**	**4**	**1**
551	New and used car dealers	19	65 408	5 363	1 220	291	-	-
552	Used car dealers	1	(D)	(D)	(D)	(D)	-	-
553	Auto and home supply stores	4	(D)	(D)	(D)	(D)	2	-
555, 6, 7, 9	Miscellaneous automotive dealers	6	4 049	450	88	26	2	1
554	**Gasoline service stations**	**51**	**37 539**	**2 463**	**594**	**300**	**21**	**1**
56	**Apparel and accessory stores**	**39**	**21 281**	**1 691**	**424**	**177**	**11**	**3**
561	Men's and boys' clothing stores	7	2 368	424	96	38	1	-
562, 3	Women's clothing and specialty stores	13	3 084	245	53	33	4	2
562	Women's clothing stores	13	3 084	245	53	33	4	2
563	Women's accessory and specialty stores	-	-	-	-	-	-	-
565	Family clothing stores	5	13 794	793	227	65	-	-
566	Shoe stores	8	1 292	158	37	30	3	-
564, 9	Other apparel and accessory stores	6	743	71	11	11	3	1
57	**Furniture and homefurnishings stores**	**22**	**7 402**	**1 149**	**245**	**75**	**9**	**-**
5712	Furniture stores	4	3 022	428	86	23	1	-
5713, 4, 9	Homefurnishings stores	7	(D)	(D)	(D)	(D)	4	-
572	Household appliance stores	5	(D)	(D)	(D)	(D)	1	-
573	Radio, television, computer, and music stores	6	1 548	229	51	19	3	-
58	**Eating and drinking places**	**230**	**56 159**	**14 148**	**3 005**	**2 653**	**97**	**19**
5812	Eating places	168	48 392	12 702	2 667	2 342	69	17
5813	Drinking places	62	7 767	1 446	338	311	28	2
591	**Drug and proprietary stores**	**14**	**11 628**	**1 451**	**327**	**153**	**3**	**-**
59 ex. 591	**Miscellaneous retail stores**	**90**	**33 942**	**4 222**	**1 147**	**437**	**41**	**3**
592	Liquor stores	17	5 849	350	74	57	3	-
593	Used merchandise stores	6	1 197	133	33	17	3	2
594	Miscellaneous shopping goods stores	38	7 447	965	239	125	18	-
5941	Sporting goods stores and bicycle shops	7	3 904	334	86	42	3	-
5942, 3	Book, stationery stores	2	(D)	(D)	(D)	(D)	1	-
5944	Jewelry stores	7	(D)	(D)	(D)	(D)	2	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	22	2 098	331	74	54	12	-
596	Nonstore retailers	13	15 618	2 166	665	189	7	-
598	Fuel dealers	3	(D)	(D)	(D)	(D)	1	-
5992	Florists	7	956	181	41	22	6	1
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	-	-	-	-	-	-	-
5995	Optical goods stores	2	(D)	(D)	(D)	(D)	1	-
5999	Miscellaneous retail stores, n.e.c.	4	612	170	30	13	2	-

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	WASHINGTON COUNTY							
	Retail trade	**507**	**422 367**	**44 689**	**10 320**	**5 717**	**185**	**38**
52	**Building materials and garden supplies stores**	**27**	**34 262**	**3 881**	**766**	**252**	**8**	**-**
521, 3	Building materials and supply stores	15	(D)	(D)	(D)	(D)	3	-
525	Hardware stores	8	5 497	793	176	80	2	-
526	Retail nurseries, lawn and garden supply stores	4	(D)	(D)	(D)	(D)	3	-
527	Mobile home dealers	-	-	-	-	-	-	-
53	**General merchandise stores**	**13**	**44 711**	**3 993**	**807**	**482**	**3**	**-**
531	Department stores (incl. leased depts.)[1 2]	3	(D)	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	3	(D)	(D)	(D)	(D)	-	-
533	Variety stores	8	(D)	(D)	(D)	(D)	3	-
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	-	-
54	**Food stores**	**48**	**96 294**	**8 224**	**1 946**	**903**	**16**	**2**
541	Grocery stores	29	91 155	7 262	1 719	769	6	-
542	Meat and fish (seafood) markets	6	1 626	354	80	24	5	-
546	Retail bakeries	7	(D)	(D)	(D)	(D)	1	2
543, 4, 5, 9	Other food stores	6	(D)	(D)	(D)	(D)	4	-
55 ex. 554	**Automotive dealers**	**27**	**87 400**	**5 763**	**1 305**	**321**	**8**	**-**
551	New and used car dealers	9	73 807	4 262	1 013	227	1	-
552	Used car dealers	2	(D)	(D)	(D)	(D)	1	-
553	Auto and home supply stores	10	(D)	(D)	(D)	(D)	3	-
555, 6, 7, 9	Miscellaneous automotive dealers	6	9 738	998	177	50	3	-
554	**Gasoline service stations**	**46**	**41 684**	**2 381**	**574**	**307**	**13**	**2**
56	**Apparel and accessory stores**	**27**	**10 932**	**1 317**	**329**	**193**	**2**	**2**
561	Men's and boys' clothing stores	2	(D)	(D)	(D)	(D)	-	-
562, 3	Women's clothing and specialty stores	5	1 107	163	53	35	-	1
562	Women's clothing stores	5	1 107	163	53	35	-	1
563	Women's accessory and specialty stores	-	-	-	-	-	-	-
565	Family clothing stores	9	(D)	(D)	(D)	(D)	-	1
566	Shoe stores	10	3 173	452	113	65	1	-
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)	1	-
57	**Furniture and homefurnishings stores**	**40**	**15 754**	**2 398**	**583**	**204**	**11**	**3**
5712	Furniture stores	9	4 568	692	163	50	2	1
5713, 4, 9	Homefurnishings stores	17	(D)	(D)	(D)	(D)	4	1
572	Household appliance stores	6	(D)	(D)	(D)	(D)	3	1
573	Radio, television, computer, and music stores	8	4 037	524	163	44	2	-
58	**Eating and drinking places**	**169**	**45 398**	**11 352**	**2 641**	**2 484**	**68**	**18**
5812	Eating places	121	39 498	10 504	2 427	2 243	42	11
5813	Drinking places	48	5 900	848	214	221	26	7
591	**Drug and proprietary stores**	**19**	**13 291**	**1 820**	**494**	**219**	**-**	**3**
59 ex. 591	**Miscellaneous retail stores**	**91**	**32 841**	**3 580**	**875**	**372**	**38**	**8**
592	Liquor stores	14	4 732	271	64	50	6	3
593	Used merchandise stores	3	(D)	(D)	(D)	(D)	2	-
594	Miscellaneous shopping goods stores	38	8 915	1 093	297	146	13	4
5941	Sporting goods stores and bicycle shops	8	2 047	180	36	22	3	2
5942, 3	Book, stationery stores	1	(D)	(D)	(D)	(D)	1	-
5944	Jewelry stores	6	(D)	(D)	(D)	(D)	2	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	23	4 308	496	121	68	7	2
596	Nonstore retailers	12	9 294	1 199	266	74	4	-
598	Fuel dealers	5	(D)	(D)	(D)	(D)	1	-
5992	Florists	9	1 388	275	59	46	6	1
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	-	-	-	-	-	-	-
5995	Optical goods stores	3	775	189	42	13	-	-
5999	Miscellaneous retail stores, n.e.c.	7	(D)	(D)	(D)	(D)	4	-

See footnotes at end of table.

Table 7. **Summary Statistics for Counties With 350 Establishments or More: 1987**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	WAUKESHA COUNTY							
	Retail trade	**1 722**	**2 118 368**	**230 138**	**53 451**	**24 700**	**447**	**98**
52	**Building materials and garden supplies stores**	**103**	**116 783**	**14 569**	**3 310**	**1 065**	**18**	**3**
521, 3	Building materials and supply stores	58	79 099	9 145	2 092	534	6	1
525	Hardware stores	26	24 881	3 582	846	373	7	1
526	Retail nurseries, lawn and garden supply stores	20	(D)	(D)	(D)	(D)	5	-
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**29**	**265 412**	**25 807**	**6 014**	**2 811**	**3**	**-**
531	Department stores (incl. leased depts.)[1, 2]	12	222 935	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	12	207 838	20 992	4 895	2 324	-	-
533	Variety stores	8	(D)	(D)	(D)	(D)	1	-
539	Miscellaneous general merchandise stores	9	(D)	(D)	(D)	(D)	2	-
54	**Food stores**	**123**	**382 488**	**32 375**	**7 597**	**3 383**	**34**	**4**
541	Grocery stores	74	368 004	29 669	6 985	3 000	16	2
542	Meat and fish (seafood) markets	8	5 410	861	186	87	2	-
546	Retail bakeries	17	4 090	1 029	248	182	5	1
543, 4, 5, 9	Other food stores	24	4 984	816	178	114	11	1
55 ex. 554	**Automotive dealers**	**102**	**594 351**	**47 396**	**10 701**	**2 336**	**16**	**3**
551	New and used car dealers	36	516 103	38 809	8 930	1 653	3	-
552	Used car dealers	14	(D)	(D)	(D)	(D)	5	1
553	Auto and home supply stores	31	(D)	(D)	(D)	(D)	5	1
555, 6, 7, 9	Miscellaneous automotive dealers	19	38 717	4 053	780	340	3	-
554	**Gasoline service stations**	**157**	**160 476**	**9 468**	**2 271**	**1 098**	**57**	**8**
56	**Apparel and accessory stores**	**145**	**72 977**	**8 230**	**1 991**	**1 078**	**20**	**10**
561	Men's and boys' clothing stores	11	7 399	1 098	337	99	-	-
562, 3	Women's clothing and specialty stores	65	27 891	3 226	669	446	9	4
562	Women's clothing stores	54	(D)	(D)	(D)	(D)	7	4
563	Women's accessory and specialty stores	11	(D)	(D)	(D)	(D)	2	-
565	Family clothing stores	12	16 699	1 412	336	188	-	4
566	Shoe stores	38	17 480	2 125	562	276	6	-
564, 9	Other apparel and accessory stores	19	3 508	369	87	69	5	2
57	**Furniture and homefurnishings stores**	**128**	**128 918**	**15 975**	**3 663**	**1 103**	**29**	**8**
5712	Furniture stores	33	25 918	4 127	964	291	4	2
5713, 4, 9	Homefurnishings stores	34	21 169	3 115	681	193	10	4
572	Household appliance stores	13	4 869	573	135	45	5	-
573	Radio, television, computer, and music stores	48	76 962	8 160	1 883	574	10	2
58	**Eating and drinking places**	**501**	**173 863**	**44 282**	**10 236**	**8 557**	**141**	**43**
5812	Eating places	368	158 553	41 587	9 612	8 040	80	31
5813	Drinking places	133	15 110	2 695	624	517	61	12
591	**Drug and proprietary stores**	**60**	**65 666**	**8 059**	**2 080**	**811**	**5**	**-**
59 ex. 591	**Miscellaneous retail stores**	**374**	**157 634**	**23 977**	**5 588**	**2 458**	**124**	**24**
592	Liquor stores	41	24 504	1 384	308	190	16	5
593	Used merchandise stores	11	2 452	288	78	60	4	1
594	Miscellaneous shopping goods stores	172	59 589	7 217	1 675	907	58	9
5941	Sporting goods stores and bicycle shops	45	16 402	1 820	371	214	22	2
5942, 3	Book, stationery stores	12	4 169	386	96	54	2	-
5944	Jewelry stores	38	12 536	2 053	510	174	7	2
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	79	26 482	2 958	698	465	27	5
596	Nonstore retailers	57	44 809	10 210	2 392	736	11	2
598	Fuel dealers	11	(D)	(D)	(D)	(D)	2	-
5992	Florists	33	5 299	1 133	259	161	18	5
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	-	-
5995	Optical goods stores	15	3 697	794	185	46	2	1
5999	Miscellaneous retail stores, n.e.c.	33	8 540	1 744	404	286	13	1

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	WINNEBAGO COUNTY							
	Retail trade	**940**	**859 884**	**101 931**	**22 687**	**11 722**	**295**	**53**
52	**Building materials and garden supplies stores**	**39**	**47 758**	**5 328**	**1 150**	**430**	**8**	**1**
521, 3	Building materials and supply stores	23	35 002	3 549	798	266	5	-
525	Hardware stores	8	(D)	(D)	(D)	(D)	-	-
526	Retail nurseries, lawn and garden supply stores	5	(D)	(D)	(D)	(D)	2	1
527	Mobile home dealers	3	(D)	(D)	(D)	(D)	1	-
53	**General merchandise stores**	**15**	**110 983**	**10 837**	**2 428**	**1 238**	**2**	**1**
531	Department stores (incl. leased depts.)[1, 2]	9	97 811	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	9	(D)	(D)	(D)	(D)	-	-
533	Variety stores	3	(D)	(D)	(D)	(D)	1	-
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)	1	1
54	**Food stores**	**66**	**143 946**	**14 078**	**3 300**	**1 708**	**21**	**-**
541	Grocery stores	42	137 569	12 166	2 861	1 431	9	-
542	Meat and fish (seafood) markets	3	(D)	(D)	(D)	(D)	1	-
546	Retail bakeries	13	•3 240	1 173	267	201	8	-
543, 4, 5, 9	Other food stores	8	(D)	(D)	(D)	(D)	3	-
55 ex. 554	**Automotive dealers**	**73**	**179 774**	**14 285**	**3 153**	**856**	**20**	**2**
551	New and used car dealers	17	139 717	9 958	2 227	533	4	-
552	Used car dealers	18	(D)	(D)	(D)	(D)	7	2
553	Auto and home supply stores	16	(D)	(D)	(D)	(D)	2	-
555, 6, 7, 9	Miscellaneous automotive dealers	22	(D)	(D)	(D)	(D)	7	-
554	**Gasoline service stations**	**71**	**61 477**	**3 609**	**818**	**457**	**22**	**1**
56	**Apparel and accessory stores**	**90**	**37 433**	**4 351**	**988**	**660**	**13**	**4**
561	Men's and boys' clothing stores	9	4 094	974	218	106	-	-
562, 3	Women's clothing and specialty stores	44	16 686	1 703	395	296	8	2
562	Women's clothing stores	42	(D)	(D)	(D)	(D)	8	2
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	-	-
565	Family clothing stores	6	8 941	725	154	109	-	-
566	Shoe stores	23	6 265	786	174	114	3	-
564, 9	Other apparel and accessory stores	8	1 447	163	27	35	2	2
57	**Furniture and homefurnishings stores**	**71**	**58 399**	**7 053**	**1 626**	**503**	**21**	**4**
5712	Furniture stores	27	13 039	1 775	416	130	10	1
5713, 4, 9	Homefurnishings stores	21	8 876	1 330	286	92	8	3
572	Household appliance stores	9	6 671	746	174	56	3	-
573	Radio, television, computer, and music stores	14	29 813	3 202	750	225	-	-
58	**Eating and drinking places**	**305**	**85 306**	**21 538**	**4 844**	**4 180**	**124**	**35**
5812	Eating places	178	71 147	18 910	4 236	3 608	50	20
5813	Drinking places	127	14 159	2 628	608	552	74	15
591	**Drug and proprietary stores**	**30**	**27 138**	**3 707**	**893**	**354**	**1**	**-**
59 ex. 591	**Miscellaneous retail stores**	**180**	**107 870**	**17 145**	**3 507**	**1 356**	**63**	**5**
592	Liquor stores	22	8 506	713	173	107	10	-
593	Used merchandise stores	8	1 668	203	38	23	3	1
594	Miscellaneous shopping goods stores	87	19 801	2 820	667	383	30	4
5941	Sporting goods stores and bicycle shops	23	(D)	(D)	(D)	(D)	9	1
5942, 3	Book, stationery stores	7	(D)	(D)	(D)	(D)	2	-
5944	Jewelry stores	16	(D)	(D)	(D)	(D)	2	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	41	(D)	(D)	(D)	(D)	17	3
596	Nonstore retailers	18	67 362	10 893	2 077	591	5	-
598	Fuel dealers	3	(D)	(D)	(D)	(D)	-	
5992	Florists	14	4 419	1 148	232	141	7	-
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	-	-
5995	Optical goods stores	12	1 701	511	117	41	2	-
5999	Miscellaneous retail stores, n.e.c.	15	(D)	(D)	(D)	(D)	6	-

See footnotes at end of table.

Table 7. Summary Statistics for Counties With 350 Establishments or More: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For information on geographic areas followed by ▲, see appendix F]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	WOOD COUNTY							
	Retail trade	**606**	**580 461**	**58 098**	**13 726**	**6 401**	**238**	**42**
52	**Building materials and garden supplies stores**	**46**	**34 773**	**3 901**	**962**	**269**	**14**	**3**
521, 3	Building materials and supply stores	26	23 053	2 403	603	155	7	2
525	Hardware stores	11	6 815	1 066	268	83	4	1
526	Retail nurseries, lawn and garden supply stores	6	(D)	(D)	(D)	(D)	3	-
527	Mobile home dealers	3	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**18**	**96 299**	**8 294**	**1 851**	**941**	**5**	**2**
531	Department stores (incl. leased depts.)[1, 2]	8	78 271	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	8	73 423	7 025	1 555	829	-	-
533	Variety stores	2	(D)	(D)	(D)	(D)	-	-
539	Miscellaneous general merchandise stores	8	(D)	(D)	(D)	(D)	5	2
54	**Food stores**	**47**	**98 179**	**7 812**	**1 807**	**1 101**	**19**	**3**
541	Grocery stores	33	96 120	7 468	1 742	1 052	14	-
542	Meat and fish (seafood) markets	4	582	77	23	9	2	1
546	Retail bakeries	6	816	179	21	21	3	2
543, 4, 5, 9	Other food stores	4	661	88	21	19	-	-
55 ex. 554	**Automotive dealers**	**44**	**122 949**	**10 668**	**2 397**	**533**	**9**	**-**
551	New and used car dealers	19	109 969	9 158	2 072	418	1	-
552	Used car dealers	6	2 107	153	34	9	4	-
553	Auto and home supply stores	12	5 753	829	182	65	3	-
555, 6, 7, 9	Miscellaneous automotive dealers	7	5 120	528	109	41	1	-
554	**Gasoline service stations**	**51**	**36 446**	**2 348**	**571**	**301**	**19**	**2**
56	**Apparel and accessory stores**	**65**	**14 463**	**1 931**	**471**	**328**	**16**	**3**
561	Men's and boys' clothing stores	5	839	132	36	38	4	-
562, 3	Women's clothing and specialty stores	30	8 086	1 037	252	159	5	3
562	Women's clothing stores	28	(D)	(D)	(D)	(D)	5	2
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	-	1
565	Family clothing stores	2	(D)	(D)	(D)	(D)	-	-
566	Shoe stores	20	4 388	595	140	95	2	-
564, 9	Other apparel and accessory stores	8	(D)	(D)	(D)	(D)	5	-
57	**Furniture and homefurnishings stores**	**42**	**19 633**	**2 725**	**604**	**202**	**14**	**2**
5712	Furniture stores	12	5 690	831	156	46	5	2
5713, 4, 9	Homefurnishings stores	9	5 231	626	134	43	4	-
572	Household appliance stores	4	1 044	166	38	17	1	-
573	Radio, television, computer, and music stores	17	7 668	1 102	276	96	4	-
58	**Eating and drinking places**	**178**	**40 400**	**9 422**	**2 342**	**1 846**	**94**	**18**
5812	Eating places	110	33 698	8 389	1 984	1 625	48	12
5813	Drinking places	68	6 702	1 033	258	221	46	6
591	**Drug and proprietary stores**	**9**	**6 833**	**738**	**171**	**96**	**5**	**-**
59 ex. 591	**Miscellaneous retail stores**	**106**	**110 486**	**10 259**	**2 650**	**784**	**43**	**9**
592	Liquor stores	6	1 896	80	21	20	4	1
593	Used merchandise stores	5	825	201	46	27	1	1
594	Miscellaneous shopping goods stores	47	10 529	1 447	333	218	17	4
5941	Sporting goods stores and bicycle shops	12	3 120	374	83	46	7	-
5942, 3	Book, stationery stores	5	795	106	25	18	1	1
5944	Jewelry stores	13	2 523	357	80	39	6	2
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	17	4 091	610	145	115	3	1
596	Nonstore retailers	15	(D)	(D)	(D)	(D)	7	1
598	Fuel dealers	11	11 383	1 141	296	71	4	1
5992	Florists	8	1 483	354	73	51	5	-
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	-	-
5995	Optical goods stores	3	(D)	(D)	(D)	(D)	-	-
5999	Miscellaneous retail stores, n.e.c.	10	(D)	(D)	(D)	(D)	5	1

[1]Includes sales from catalog order desks.
[2]Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

ble 8. Summary Statistics for Metropolitan Statistical Areas: 1987

udes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including ised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D.]

1987 C code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	APPLETON-OSHKOSH-NEENAH, WI MSA							
	Retail trade	**2 005**	**1 899 576**	**220 220**	**50 647**	**25 570**	**704**	**119**
	Building materials and garden supplies stores	**100**	**128 404**	**14 182**	**3 240**	**1 051**	**28**	**5**
, 3	Building materials and supply stores	56	104 844	10 923	2 543	691	10	1
	Lumber and other building materials dealers	40	98 020	9 978	2 326	616	5	1
	Paint, glass, and wallpaper stores	16	6 824	945	217	75	5	-
	Hardware stores	28	16 333	2 328	518	249	11	2
	Retail nurseries, lawn and garden supply stores	13	(D)	(D)	(D)	(D)	6	2
	Mobile home dealers	3	(D)	(D)	(D)	(D)	1	-
	General merchandise stores	**41**	**276 394**	**27 639**	**6 290**	**3 192**	**7**	**2**
	Department stores (incl. leased depts.)[1, 2]	20	242 686	(NA)	(NA)	(NA)	-	-
	Department stores (excl. leased depts.)[1]	20	228 179	24 246	5 505	2 908	-	-
	Variety stores	9	(D)	(D)	(D)	(D)	4	1
	Miscellaneous general merchandise stores	12	(D)	(D)	(D)	(D)	3	1
	Food stores	**161**	**329 813**	**31 666**	**7 550**	**3 913**	**52**	**8**
	Grocery stores	96	313 706	27 519	6 610	3 292	20	4
	Meat and fish (seafood) markets	11	4 183	650	156	75	5	1
	Retail bakeries	32	7 639	2 592	577	444	18	1
3, 4, 5,	Other food stores	22	4 285	905	207	102	9	2
		-	-	-	-	-	-	-
	Fruit and vegetable markets	11	2 482	681	164	51	4	1
	Candy, nut, and confectionery stores	3	302	18	5	7	3	-
	Dairy products stores	8	1 501	206	38	34	2	1
	Miscellaneous food stores							
ex. 54	**Automotive dealers**	**157**	**445 888**	**36 571**	**8 502**	**2 018**	**40**	**4**
	New and used car dealers	51	361 449	27 661	6 558	1 380	7	-
	Used car dealers	35	26 610	1 821	407	141	16	2
	Auto and home supply stores	38	22 303	3 633	755	227	9	1
3 pt.	Tire, battery, and accessory dealers	38	22 303	3 633	755	227	9	1
3 pt.	Other auto and home supply stores	-	-	-	-	-	-	-
5, 6, 7,	Miscellaneous automotive dealers	33	35 526	3 456	782	270	8	1
	Boat dealers	16	22 877	2 245	532	175	3	-
6	Recreational vehicle dealers	6	(D)	(D)	(D)	(D)	2	-
7	Motorcycle dealers	10	6 440	650	141	56	3	1
9	Automotive dealers, n.e.c.	1	(D)	(D)	(D)	(D)	-	-
4	**Gasoline service stations**	**149**	**128 116**	**7 675**	**1 809**	**939**	**52**	**6**
	Apparel and accessory stores	**193**	**74 686**	**8 865**	**2 006**	**1 270**	**30**	**8**
1	Men's and boys' clothing stores	21	12 191	1 726	395	203	-	-
2, 3	Women's clothing and specialty stores	92	33 973	3 907	907	621	19	4
2	Women's clothing stores	89	(D)	(D)	(D)	(D)	19	4
3	Women's accessory and specialty stores	3	(D)	(D)	(D)	(D)	-	-
5	Family clothing stores	11	11 031	1 017	195	132	1	-
6	Shoe stores	56	14 622	1 853	436	253	7	2
6 pt.	Men's shoe stores	-	-	-	-	-	-	-
6 pt.	Women's shoe stores	15	2 995	423	89	65	3	2
6 pt.	Children's and juveniles' shoe stores	-	-	-	-	-	-	-
6 pt.	Family shoe stores	41	11 627	1 430	347	188	4	-
4, 9	Other apparel and accessory stores	13	2 869	362	73	61	3	2
4	Children's and infants' wear stores	6	1 840	193	31	37	-	1
9	Miscellaneous apparel and accessory stores	7	1 029	169	42	24	3	1
7	**Furniture and homefurnishings stores**	**149**	**109 368**	**14 874**	**3 522**	**1 055**	**50**	**4**
712	Furniture stores	51	27 272	4 191	939	280	16	1
713, 4, 9	Homefurnishings stores	38	15 174	2 195	499	164	20	3
713	Floor covering stores	22	11 890	1 569	365	94	10	3
714	Drapery and upholstery stores	2	(D)	(D)	(D)	(D)	2	-
719	Miscellaneous homefurnishings stores	14	(D)	(D)	(D)	(D)	8	-
2	Household appliance stores	22	16 980	2 385	651	169	6	-
3	Radio, television, computer, and music stores	36	49 940	6 103	1 433	442	8	-
731, 4	Radio, television, electronics, and computer stores	23	39 970	4 730	1 133	345	5	-
735	Record and prerecorded tape stores	9	4 868	404	57	33	1	-
736	Musical instrument stores	6	5 102	969	243	64	2	-
8	**Eating and drinking places**	**641**	**184 482**	**45 618**	**10 462**	**9 225**	**300**	**65**
812	Eating places	409	158 418	40 781	9 343	8 195	147	41
812 pt.	Restaurants and lunchrooms	214	80 685	22 403	5 227	4 308	79	25
812 pt.	Cafeterias	6	3 209	765	242	248	3	-
812 pt.	Refreshment places	158	62 851	14 709	3 292	3 151	51	16
812 pt.	Other eating places	31	11 673	2 904	582	488	14	-
813	Drinking places	232	26 064	4 837	1 119	1 030	153	24

See footnotes at end of table.

Table 8. Summary Statistics for Metropolitan Statistical Areas: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	APPLETON-OSHKOSH-NEENAH, WI MSA—Con.							
591	**Drug and proprietary stores**	**91**	**43 666**	**6 367**	**1 479**	**995**	**4**	**1**
591 pt.	Drug stores	90	(D)	(D)	(D)	(D)	4	1
591 pt.	Proprietary stores	1	(D)	(D)	(D)	(D)	-	-
59 ex. 591	**Miscellaneous retail stores**	**382**	**177 433**	**36 743**	**8 787**	**2 312**	**181**	**16**
592	Liquor stores	37	16 529	1 039	266	159	20	1
593	Used merchandise stores	17	2 122	244	47	33	9	3
594	Miscellaneous shopping goods stores	109	43 001	5 933	1 387	774	62	6
5941	Sporting goods stores and bicycle shops	41	11 355	1 329	315	179	15	3
5941 pt.	General line sporting goods stores	16	6 917	683	159	77	5	1
5941 pt.	Specialty line sporting goods stores	25	4 438	646	156	102	10	2
5942	Book stores	13	(D)	(D)	(D)	(D)	3	-
5943	Stationery stores	2	(D)	(D)	(D)	(D)	2	-
5944	Jewelry stores	37	8 813	1 650	409	160	11	-
5945	Hobby, toy, and game shops	16	3 728	455	97	66	10	1
5946	Camera and photographic supply stores	7	(D)	(D)	(D)	(D)	5	-
5947	Gift, novelty, and souvenir shops	20	6 986	896	194	145	13	4
5948	Luggage and leather goods stores	3	(D)	(D)	(D)	(D)	-	-
5949	Sewing, needlework, and piece goods stores	9	3 282	483	117	79	3	-
596	Nonstore retailers	36	81 [illegible]	13 782	2 820	787	16	1
5961	Catalog and mail-order houses	8	(D)	(D)	(D)	(D)	4	-
5962	Merchandising machine operators	8	23 167	4 542	1 134	289	4	-
5963	Direct selling establishments	20	(D)	(D)	(D)	(D)	8	1
598	Fuel dealers	20	15 165	1 332	333	101	6	-
5983	Fuel oil dealers	11	11 989	846	200	67	4	-
5984	Liquefied petroleum gas (bottled gas) dealers	8	(D)	(D)	(D)	(D)	1	-
5989	Fuel dealers, n.e.c.	1	(D)	(D)	(D)	(D)	1	-
5992	Florists	25	6 194	1 584	308	194	13	-
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	1	-
5994	News dealers and newsstands	2	(D)	(D)	(D)	(D)	1	-
5995	Optical goods stores	21	5 356	1 165	278	80	2	2
5999	Miscellaneous retail stores, n.e.c.	35	(D)	(D)	(D)	(D)	11	1
5999 pt.	Pet shops	6	1 441	250	61	39	2	-
5999 pt.	Typewriter stores	-	-	-	-	-	-	-
5999 pt.	Other miscellaneous retail stores, n.e.c.	29	(D)	(D)	(D)	(D)	9	1
	CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA							
	Retail trade	**41 936**	**50 221 167**	**6 064 093**	**1 431 863**	**583 067**	**7 965**	**1 758**
52	**Building materials and garden supplies stores**	**1 714**	**2 378 363**	**331 911**	**66 491**	**32 090**	**306**	**71**
521, 3	Building materials and supply stores	856	1 565 691	183 248	41 851	12 421	103	24
521	Lumber and other building materials dealers	542	1 386 520	157 376	35 842	10 365	47	13
523	Paint, glass, and wallpaper stores	314	179 371	25 872	6 009	2 056	56	11
525	Hardware stores	590	460 230	75 738	17 753	7 071	133	33
526	Retail nurseries, lawn and garden supply stores	242	206 500	29 631	6 201	2 456	67	12
527	Mobile home dealers	26	25 841	3 034	686	142	3	2
53	**General merchandise stores**	**667**	**5 590 532**	**604 645**	**140 957**	**60 891**	**86**	**19**
531	Department stores (incl. leased depts.)[1, 2]	250	5 164 299	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	250	4 814 535	532 833	123 080	52 673	-	-
531 pt.	Conventional[1]	45	1 430 523	181 380	38 330	13 237	-	-
531 pt.	Discount or mass merchandising[1]	150	1 721 973	176 051	39 773	20 708	-	-
531 pt.	National chain[1]	55	1 662 039	195 382	44 957	18 728	-	-
533	Variety stores	164	125 881	19 643	4 795	2 518	26	6
539	Miscellaneous general merchandise stores	253	650 108	52 169	13 142	5 700	59	7
54	**Food stores**	**4 580**	**8 619 290**	**906 339**	**229 940**	**89 344**	**1 067**	**235**
541	Grocery stores	2 705	8 146 015	790 278	202 689	74 529	589	87
542	Meat and fish (seafood) markets	346	208 275	23 980	5 828	2 082	101	27
546	Retail bakeries	767	228 243	61 018	14 343	8 049	198	53
546 pt.	Retail bakeries—baking and selling	693	204 783	56 478	13 210	7 417	185	51
546 pt.	Retail bakeries—selling only	74	23 460	4 540	1 133	632	13	2
543, 4, 5, 9	Other food stores	763	236 757	31 114	6 982	4 674	169	50
543	Fruit and vegetable markets	112	81 657	7 446	1 586	1 036	32	12
544	Candy, nut, and confectionery stores	318	70 469	11 931	2 805	1 798	41	24
545	Dairy products stores	124	22 820	3 275	859	679	56	6
549	Miscellaneous food stores	209	61 811	8 480	1 921	1 191	40	10

See footnotes at end of table.

Table 8. Summary Statistics for Metropolitan Statistical Areas: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA—Con.							
55 ex. 554	**Automotive dealers**	2 101	10 473 413	892 317	200 971	37 681	223	46
551	New and used car dealers	677	9 325 782	734 849	164 726	27 588	32	11
552	Used car dealers	255	207 684	18 504	4 260	1 116	63	9
553	Auto and home supply stores	944	602 031	104 907	24 720	7 021	99	18
553 pt.	Tire, battery, and accessory dealers	896	571 874	102 359	24 161	6 716	85	15
553 pt.	Other auto and home supply stores	48	30 157	2 548	559	305	14	3
555, 6, 7, 9	Miscellaneous automotive dealers	225	337 916	34 057	7 265	1 956	29	8
555	Boat dealers	76	142 218	14 061	3 034	782	8	2
556	Recreational vehicle dealers	44	77 891	7 061	1 645	367	8	2
557	Motorcycle dealers	90	97 232	11 136	2 221	729	12	3
559	Automotive dealers, n.e.c.	15	20 575	1 799	365	78	1	1
554	**Gasoline service stations**	2 725	3 133 890	486 866	44 588	18 849	960	126
56	**Apparel and accessory stores**	4 881	3 430 451	429 331	102 117	47 973	533	135
561	Men's and boys' clothing stores	592	391 812	60 877	15 704	4 714	90	16
562, 3	Women's clothing and specialty stores	1 959	1 323 727	167 016	39 919	20 284	225	63
562	Women's clothing stores	1 661	1 151 685	143 122	33 690	18 401	181	49
563	Women's accessory and specialty stores	298	172 042	23 894	6 229	1 883	44	14
565	Family clothing stores	488	912 843	96 519	22 214	11 750	55	18
566	Shoe stores	1 400	609 606	81 919	18 783	8 229	73	16
566 pt.	Men's shoe stores	183	78 724	11 213	2 545	842	10	3
566 pt.	Women's shoe stores	404	186 683	28 370	6 516	2 512	8	3
566 pt.	Children's and juveniles' shoe stores	55	14 670	2 485	557	285	4	–
566 pt.	Family shoe stores	758	329 529	39 851	9 165	4 590	51	10
564, 9	Other apparel and accessory stores	442	192 463	23 000	5 497	2 996	90	22
564	Children's and infants' wear stores	190	119 970	12 223	2 942	1 845	33	10
569	Miscellaneous apparel and accessory stores	252	72 493	10 777	2 555	1 151	57	12
57	**Furniture and homefurnishings stores**	3 119	2 797 311	361 965	83 560	24 464	455	59
5712	Furniture stores	814	891 217	130 977	30 162	7 651	110	16
5713, 4, 9	Homefurnishings stores	1 036	699 291	100 420	22 589	7 314	160	17
5713	Floor covering stores	394	386 240	53 710	12 108	2 735	64	4
5714	Drapery and upholstery stores	150	54 495	9 730	2 244	798	32	3
5719	Miscellaneous homefurnishings stores	492	258 556	36 980	8 237	3 781	64	10
572	Household appliance stores	204	270 345	27 375	6 261	1 673	54	3
573	Radio, television, computer, and music stores	1 065	936 458	103 193	24 548	7 826	131	23
5731	Radio, television, and electronics stores	561	500 587	63 381	15 138	4 416	77	11
5734	Computer and software stores	127	92 931	11 886	2 708	730	13	–
5735	Record and prerecorded tape stores	233	156 934	15 338	3 586	1 881	15	7
5736	Musical instrument stores	144	84 006	12 588	3 116	799	26	5
58	**Eating and drinking places**	12 693	5 289 710	1 347 614	312 777	205 428	2 566	697
5812	Eating places	10 563	4 939 397	1 275 306	295 593	195 123	2 027	623
5812 pt.	Restaurants and lunchrooms	4 813	2 487 690	681 439	160 954	97 718	894	290
5812 pt.	Cafeterias	113	56 837	15 221	3 456	2 190	27	3
5812 pt.	Refreshment places	4 336	1 837 181	423 169	95 594	74 469	897	290
5812 pt.	Other eating places	1 301	557 689	155 479	35 589	20 746	209	50
5813	Drinking places	2 130	350 313	72 306	17 184	10 305	539	74
591	**Drug and proprietary stores**	1 765	2 571 165	283 908	68 822	25 715	144	36
591 pt.	Drug stores	1 692	2 536 322	279 711	67 648	25 240	138	33
591 pt.	Proprietary stores	73	34 843	4 197	1 174	475	6	3
59 ex. 591	**Miscellaneous retail stores**	7 691	5 837 153	759 937	181 710	60 632	1 625	346
592	Liquor stores	1 121	685 024	56 810	13 091	6 057	152	21
593	Used merchandise stores	345	(D)	(D)	(D)	(D)	81	23
594	Miscellaneous shopping goods stores	3 301	1 793 211	223 802	52 968	23 646	720	136
5941	Sporting goods stores and bicycle shops	550	341 400	40 912	8 791	4 070	168	29
5941 pt.	General line sporting goods stores	188	195 600	21 485	4 769	2 149	33	7
5941 pt.	Specialty line sporting goods stores	362	143 800	19 427	4 022	1 921	135	22
5942	Book stores	329	190 791	22 408	5 514	2 594	52	11
5943	Stationery stores	132	47 571	8 383	2 238	742	33	5
5944	Jewelry stores	816	436 986	65 362	15 930	5 254	129	15
5945	Hobby, toy, and game shops	253	344 986	26 462	6 348	3 021	60	4
5946	Camera and photographic supply stores	105	77 694	10 059	2 449	747	22	4
5947	Gift, novelty, and souvenir shops	822	214 086	29 155	6 576	4 475	209	47
5948	Luggage and leather goods stores	75	40 561	6 168	1 335	442	10	3
5949	Sewing, needlework, and piece goods stores	219	96 136	14 893	3 787	2 301	37	9
596	Nonstore retailers	739	(D)	(D)	(D)	(D)	113	23
5961	Catalog and mail-order houses	220	1 808 100	187 211	48 809	8 756	22	5
5962	Merchandising machine operators	181	(D)	(D)	(D)	(D)	27	7
5963	Direct selling establishments	338	356 996	63 286	13 996	4 324	64	11
598	Fuel dealers	79	(D)	(D)	(D)	(D)	7	2
5983	Fuel oil dealers	37	44 680	5 795	1 634	301	3	1
5984	Liquefied petroleum gas (bottled gas) dealers	36	26 272	5 563	1 448	289	1	1
5989	Fuel dealers, n.e.c.	6	(D)	(D)	(D)	(D)	3	–

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA—Con.							
59 ex. 591	**Miscellaneous retail stores**—Con.							
5992	Florists	851	168 407	36 090	8 312	3 980	247	98
5993	Tobacco stores and stands	116	(D)	(D)	(D)	(D)	17	4
5994	News dealers and newsstands	86	51 645	7 852	1 811	767	25	4
5995	Optical goods stores	411	142 633	32 275	7 767	2 198	43	10
5999	Miscellaneous retail stores, n.e.c.	842	328 101	59 814	12 592	4 429	220	55
5999 pt.	Pet shops	194	47 470	7 464	1 711	1 063	79	28
5999 pt.	Typewriter stores	12	6 321	1 682	421	97	2	1
5999 pt.	Other miscellaneous retail stores, n.e.c.	636	274 310	50 668	10 460	3 269	139	26
	Aurora-Elgin, IL PMSA							
	Retail trade	1 903	2 196 317	286 479	60 381	26 704	418	86
	(See appropriate State for SIC detail.)							
	Chicago, IL PMSA							
	Retail trade	31 656	39 752 961	4 764 648	1 129 572	457 320	5 590	1 252
	(See appropriate State for SIC detail.)							
	Gary-Hammond, IN PMSA							
	Retail trade	3 177	3 320 966	373 266	86 244	41 874	848	183
	(See appropriate State for SIC detail.)							
	Joliet, IL PMSA							
	Retail trade	1 661	1 774 253	191 845	44 561	20 486	429	89
	(See appropriate State for SIC detail.)							
	Kenosha, WI PMSA							
	Retail trade	753	572 068	69 381	15 709	7 830	246	47
52	**Building materials and garden supplies stores**	30	23 046	2 999	653	211	9	1
521, 3	Building materials and supply stores	14	16 920	2 149	471	105	2	1
525	Hardware stores	11	4 762	632	137	86	6	-
526	Retail nurseries, lawn and garden supply stores	5	1 364	218	45	18	1	-
527	Mobile home dealers	-	-	-	-	-	-	-
53	**General merchandise stores**	10	57 742	6 778	1 583	747	2	1
531	Department stores (incl. leased depts.)[1, 2]	3	55 163	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	3	49 571	5 371	1 245	614	-	-
533	Variety stores	2	(D)	(D)	(D)	(D)	-	1
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)	2	-
54	**Food stores**	98	110 155	12 088	2 714	1 087	22	4
541	Grocery stores	44	101 931	10 527	2 373	904	17	1
542	Meat and fish (seafood) markets	4	3 148	346	83	29	-	1
546	Retail bakeries	8	2 140	548	123	78	3	-
543, 4, 5, 9	Other food stores	10	2 936	587	135	76	2	2
55 ex. 554	**Automotive dealers**	43	85 533	9 387	1 335	382	11	-
551	New and used car dealers	11	63 267	3 642	723	170	1	-
552	Used car dealers	9	5 289	616	143	45	4	-
553	Auto and home supply stores	11	7 259	1 440	334	98	2	-
555, 6, 7, 9	Miscellaneous automotive dealers	12	9 718	689	125	49	4	-
554	**Gasoline service stations**	70	58 068	3 452	831	401	17	4
56	**Apparel and accessory stores**	65	31 384	3 099	675	405	8	1
561	Men's and boys' clothing stores	11	4 570	467	90	42	1	-
562, 3	Women's clothing and specialty stores	21	9 700	1 082	233	157	2	-
562	Women's clothing stores	16	7 471	813	182	140	1	-
563	Women's accessory and specialty stores	5	2 229	269	51	17	1	-
565	Family clothing stores	8	5 475	524	127	73	1	-
566	Shoe stores	17	6 729	683	146	93	2	-
564, 9	Other apparel and accessory stores	8	4 910	343	79	40	2	1

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	CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA—Con.							
	Kenosha, WI PMSA—Con.							
57	**Furniture and homefurnishings stores**	**59**	**24 044**	**3 669**	**870**	**291**	**19**	**3**
5712	Furniture stores	10	6 405	940	233	64	2	–
5713, 4, 9	Homefurnishings stores	21	5 807	877	208	85	9	1
572	Household appliance stores	10	6 014	899	222	78	3	–
573	Radio, television, computer, and music stores	18	5 818	953	207	64	5	2
58	**Eating and drinking places**	**271**	**67 189**	**16 880**	**3 888**	**3 028**	**119**	**23**
5812	Eating places	161	56 927	15 134	3 438	2 690	52	15
5813	Drinking places	110	10 262	1 746	450	338	67	8
591	**Drug and proprietary stores**	**17**	**16 368**	**1 990**	**493**	**194**	**2**	**1**
59 ex. 591	**Miscellaneous retail stores**	**122**	**98 547**	**12 119**	**2 675**	**1 104**	**37**	**9**
592	Liquor stores	14	7 941	890	209	123	2	2
593	Used merchandise stores	6	(D)	(D)	(D)	(D)	2	–
594	Miscellaneous shopping goods stores	50	17 380	2 165	466	324	20	3
5941	Sporting goods stores and bicycle shops	16	2 522	292	57	44	9	2
5942, 3	Book, stationery stores	4	1 821	193	48	41	1	–
5944	Jewelry stores	6	3 461	518	111	38	2	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	24	9 576	1 162	250	201	8	1
596	Nonstore retailers	12	(D)	(D)	(D)	(D)	3	1
598	Fuel dealers	4	5 484	773	144	33	–	–
5992	Florists	12	2 101	557	121	61	5	2
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	1	–
5994	News dealers and newsstands	2	(D)	(D)	(D)	(D)	1	–
5995	Optical goods stores	7	1 493	319	64	15	–	–
5999	Miscellaneous retail stores, n.e.c.	14	(D)	(D)	(D)	(D)	3	1
	Lake County, IL PMSA							
	Retail trade	**2 788**	**3 614 604**	**409 274**	**95 417**	**36 873**	**514**	**117**
	(See appropriate State for SIC detail.)							
	DULUTH, MN-WI MSA							
	Retail trade	**1 840**	**1 387 306**	**156 492**	**36 384**	**18 186**	**464**	**110**
52	**Building materials and garden supplies stores**	**107**	**86 349**	**10 450**	**2 362**	**741**	**18**	**4**
521, 3	Building materials and supply stores	60	62 989	7 428	1 651	459	5	1
525	Hardware stores	36	16 444	2 163	550	228	11	3
526	Retail nurseries, lawn and garden supply stores	9	(D)	(D)	(D)	(D)	2	–
527	Mobile home dealers	2	(D)	(D)	(D)	(D)	–	–
53	**General merchandise stores**	**42**	**208 160**	**21 102**	**5 022**	**2 377**	**7**	**3**
531	Department stores (incl. leased depts.)[1, 2]	15	197 925	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	15	185 323	18 639	4 434	2 103	–	–
533	Variety stores	7	3 155	473	133	65	1	1
539	Miscellaneous general merchandise stores	20	17 682	1 790	455	209	6	2
54	**Food stores**	**183**	**281 278**	**24 530**	**5 667**	**2 434**	**58**	**18**
541	Grocery stores	122	268 112	21 731	5 055	2 024	32	6
542	Meat and fish (seafood) markets	5	4 519	444	105	33	–	2
546	Retail bakeries	28	5 049	1 785	399	253	15	3
543, 4, 5, 9	Other food stores	28	3 598	570	108	124	8	5
55 ex. 554	**Automotive dealers**	**104**	**260 996**	**19 047**	**4 427**	**1 017**	**19**	**4**
551	New and used car dealers	35	213 868	13 844	3 277	678	1	1
552	Used car dealers	9	5 272	337	74	23	1	–
553	Auto and home supply stores	36	19 126	2 934	679	214	5	2
555, 6, 7, 9	Miscellaneous automotive dealers	25	22 730	1 932	397	102	12	1
554	**Gasoline service stations**	**170**	**124 913**	**8 115**	**1 913**	**941**	**65**	**5**
56	**Apparel and accessory stores**	**164**	**56 725**	**7 209**	**1 783**	**959**	**15**	**8**
561	Men's and boys' clothing stores	18	5 995	908	200	86	1	2
562, 3	Women's clothing and specialty stores	72	23 644	2 763	628	450	4	1
562	Women's clothing stores	68	23 144	2 688	611	439	3	1
563	Women's accessory and specialty stores	4	500	75	17	11	1	–
565	Family clothing stores	26	15 447	2 075	597	216	5	–
566	Shoe stores	36	9 618	1 224	292	164	4	3
564, 9	Other apparel and accessory stores	12	2 021	239	46	41	1	2

See footnotes at end of table.

Table 8. Summary Statistics for Metropolitan Statistical Areas: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D.]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	DULUTH, MN-WI MSA—Con.							
57	**Furniture and homefurnishings stores**	**116**	**54 518**	**7 303**	**1 640**	**603**	**36**	**1**
5712	Furniture stores	34	20 357	3 087	661	229	10	-
5713, 4, 9	Homefurnishings stores	24	6 311	932	159	72	12	-
572	Household appliance stores	18	10 342	1 312	313	89	6	-
573	Radio, television, computer, and music stores	40	17 508	1 972	517	213	8	1
58	**Eating and drinking places**	**531**	**135 637**	**32 076**	**7 274**	**6 288**	**146**	**48**
5812	Eating places	371	105 465	28 341	6 341	5 606	112	38
5813	Drinking places	160	20 172	3 735	933	682	36	10
591	**Drug and proprietary stores**	**54**	**49 295**	**5 834**	**1 431**	**640**	**11**	**6**
59 ex. 591	**Miscellaneous retail stores**	**389**	**151 436**	**20 826**	**4 885**	**2 186**	**90**	**18**
592	Liquor stores	61	28 275	2 896	648	413	7	1
593	Used merchandise stores	13	681	215	50	42	3	-
594	Miscellaneous shopping goods stores	152	51 078	7 150	1 752	922	38	11
5941	Sporting goods stores and bicycle shops	45	17 586	2 375	580	298	14	3
5942, 3	Book, stationery stores	18	8 611	1 135	264	124	2	1
5944	Jewelry stores	19	9 848	1 662	422	132	1	2
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	70	15 031	1 978	476	368	21	5
596	Nonstore retailers	31	15 518	2 735	624	243	11	-
598	Fuel dealers	28	41 304	4 776	1 098	285	3	-
5992	Florists	23	5 388	1 141	264	132	10	-
5993	Tobacco stores and stands	-	-	-	-	-	-	-
5994	News dealers and newsstands	7	1 109	116	28	25	5	1
5995	Optical goods stores	34	4 968	1 304	327	94	4	3
5999	Miscellaneous retail stores, n.e.c.	20	3 136	493	94	50	9	2
	EAU CLAIRE, WI MSA							
	Retail trade	**972**	**839 545**	**92 938**	**21 672**	**12 160**	**336**	**62**
52	**Building materials and garden supplies stores**	**43**	**58 462**	**6 051**	**1 176**	**394**	**15**	**1**
521, 3	Building materials and supply stores	24	48 579	4 906	967	265	7	1
525	Hardware stores	14	5 132	590	124	78	7	-
526	Retail nurseries, lawn and garden supply stores	3	(D)	(D)	(D)	(D)	1	-
527	Mobile home dealers	2	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	**27**	**123 711**	**12 372**	**3 054**	**1 751**	**8**	**-**
531	Department stores (incl. leased depts.)[1, 2]	9	121 207	(NA)	(NA)	(NA)	-	-
311	Department stores (excl. leased depts.)[1]	9	114 296	10 900	2 696	1 546	-	-
533	Variety stores	5	(D)	(D)	(D)	(D)	-	-
539	Miscellaneous general merchandise stores	13	(D)	(D)	(D)	(D)	8	-
54	**Food stores**	**84**	**154 452**	**12 922**	**2 974**	**1 669**	**34**	**3**
541	Grocery stores	51	146 234	11 886	2 691	1 437	17	2
542	Meat and fish (seafood) markets	7	3 474	335	82	65	4	1
546	Retail bakeries	17	3 744	783	165	129	8	-
543, 4, 5, 9	Other food stores	9	1 000	158	36	38	5	-
55 ex. 554	**Automotive dealers**	**68**	**178 903**	**14 747**	**3 630**	**883**	**18**	**1**
551	New and used car dealers	23	122 745	8 632	2 159	453	3	-
552	Used car dealers	9	5 176	412	97	49	7	1
553	Auto and home supply stores	25	30 094	3 425	800	273	6	-
555, 6, 7, 9	Miscellaneous automotive dealers	11	20 888	2 278	574	108	-	-
554	**Gasoline service stations**	**85**	**77 453**	**4 082**	**974**	**545**	**28**	**8**
56	**Apparel and accessory stores**	**100**	**33 629**	**4 226**	**1 015**	**626**	**14**	**3**
561	Men's and boys' clothing stores	13	3 490	556	142	68	1	3
562, 3	Women's clothing and specialty stores	47	16 618	2 116	523	343	7	-
562	Women's clothing stores	46	(D)	(D)	(D)	(D)	7	-
563	Women's accessory and specialty stores	1	(D)	(D)	(D)	(D)	-	-
565	Family clothing stores	9	4 746	486	90	57	2	1
566	Shoe stores	27	7 107	950	228	134	2	-
564, 9	Other apparel and accessory stores	4	1 068	118	32	28	2	-
57	**Furniture and homefurnishings stores**	**67**	**35 490**	**4 778**	**1 014**	**415**	**14**	**6**
5712	Furniture stores	21	12 357	1 652	372	160	4	-
5713, 4, 9	Homefurnishings stores	14	3 721	499	117	53	5	3
572	Household appliance stores	6	4 146	558	134	47	-	3
573	Radio, television, computer, and music stores	26	15 266	2 069	391	155	5	3
58	**Eating and drinking places**	**308**	**87 443**	**23 049**	**5 347**	**4 766**	**142**	**39**
5812	Eating places	186	71 178	19 766	4 497	4 084	66	18
5813	Drinking places	122	16 265	3 283	850	682	76	11
591	**Drug and proprietary stores**	**23**	**19 019**	**2 561**	**636**	**205**	**4**	**-**

See footnotes at end of table.

Table 8. Summary Statistics for Metropolitan Statistical Areas: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	EAU CLAIRE, WI MSA—Con.							
59 ex. 591	**Miscellaneous retail stores**	**167**	**72 563**	**8 158**	**1 852**	**904**	**60**	**5**
592	Liquor stores	11	4 674	260	75	71	5	1
593	Used merchandise stores	4	754	162	19	13	2	–
594	Miscellaneous shopping goods stores	79	23 654	3 053	713	375	30	4
5941	Sporting goods stores and bicycle shops	19	7 514	775	178	68	8	1
5942, 3	Book, stationery stores	6	1 971	246	55	32	–	–
5944	Jewelry stores	16	5 659	908	219	85	4	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	38	8 510	1 124	263	190	17	3
596	Nonstore retailers	22	13 384	2 166	507	148	10	1
598	Fuel dealers	10	20 546	788	182	83	1	–
5992	Florists	11	1 843	279	62	68	7	1
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	–	–	–	–	–	–	–
5995	Optical goods stores	9	3 170	625	142	54	–	–
5999	Miscellaneous retail stores, n.e.c.	21	4 578	797	152	92	5	1
	GREEN BAY, WI MSA							
	Retail trade	**1 245**	**1 327 182**	**154 516**	**36 366**	**17 264**	**412**	**84**
52	**Building materials and garden supplies stores**	**63**	**95 436**	**11 317**	**2 693**	**648**	**18**	**3**
521, 3	Building materials and supply stores	40	83 857	9 681	2 382	533	8	1
525	Hardware stores	18	5 870	1 042	251	84	7	1
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	(D)	1	–
527	Mobile home dealers	5	(D)	(D)	(D)	(D)	2	1
53	**General merchandise stores**	**29**	**254 116**	**24 883**	**5 893**	**2 806**	**5**	**–**
531	Department stores (incl. leased depts.)[1, 2]	15	212 500	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	15	(D)	(D)	(D)	(D)	–	–
533	Variety stores	6	1 841	335	72	46	3	–
539	Miscellaneous general merchandise stores	8	(D)	(D)	(D)	(D)	2	–
54	**Food stores**	**106**	**206 202**	**18 024**	**4 194**	**2 121**	**30**	**7**
541	Grocery stores	56	195 344	15 629	3 573	1 761	9	5
542	Meat and fish (seafood) markets	7	1 536	213	56	24	5	–
546	Retail bakeries	21	4 087	1 139	269	177	10	2
543, 4, 5, 9	Other food stores	22	5 235	1 043	296	159	6	–
55 ex. 554	**Automotive dealers**	**75**	**395 799**	**25 923**	**5 912**	**1 285**	**19**	**2**
551	New and used car dealers	24	290 749	21 265	5 052	975	4	–
552	Used car dealers	15	10 973	699	137	44	8	1
553	Auto and home supply stores	23	12 940	3 120	557	192	3	–
555, 6, 7, 8	Miscellaneous automotive dealers	13	11 137	839	166	74	4	1
554	**Gasoline service stations**	**88**	**80 613**	**5 547**	**1 340**	**697**	**47**	**4**
56	**Apparel and accessory stores**	**145**	**55 448**	**7 150**	**1 786**	**985**	**11**	**4**
561	Men's and boys' clothing stores	15	6 477	1 084	320	102	–	1
562, 3	Women's clothing and specialty stores	62	26 192	3 123	780	509	6	1
562	Women's clothing stores	57	25 027	2 939	724	489	6	1
563	Women's accessory and specialty stores	5	1 165	184	56	20	–	–
566	Family clothing stores	12	8 632	1 009	242	122	–	–
566	Shoe stores	45	12 673	1 731	402	216	3	–
564, 9	Other apparel and accessory stores	11	1 474	203	41	36	2	2
57	**Furniture and homefurnishings stores**	**95**	**66 927**	**11 985**	**2 977**	**862**	**34**	**4**
5712	Furniture stores	28	23 199	3 687	883	277	12	1
5713, 4, 9	Homefurnishings stores	26	(D)	(D)	(D)	(D)	10	2
572	Household appliance stores	13	(D)	(D)	(D)	(D)	9	1
573	Radio, television, computer, and music stores	28	22 897	3 072	791	246	3	–
58	**Eating and drinking places**	**394**	**126 976**	**33 254**	**7 650**	**6 175**	**169**	**46**
5812	Eating places	258	112 618	30 639	7 023	5 602	82	25
5813	Drinking places	136	14 358	2 615	624	573	87	21
591	**Drug and proprietary stores**	**26**	**20 844**	**2 784**	**659**	**244**	**3**	**1**

See footnotes at end of table.

Table 8. **Summary Statistics for Metropolitan Statistical Areas: 1987**—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated busin: Individual proprietorships (number)
	GREEN BAY, WI MSA—Con.						
59 ex. 591	**Miscellaneous retail stores**	**224**	**95 821**	**13 644**	**3 273**	**1 450**	**78**
592	Liquor stores	34	18 354	1 456	367	196	13
593	Used merchandise stores	8	1 163	215	51	34	4
594	Miscellaneous shopping goods stores	114	42 737	5 780	1 337	707	39
5941	Sporting goods stores and bicycle shops	19	11 459	1 256	276	132	8
5942, 3	Book, stationery stores	15	2 965	410	99	65	7
5944	Jewelry stores	28	12 532	2 015	451	187	8
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	52	15 781	2 099	511	323	16
596	Nonstore retailers	22	20 602	3 619	888	261	6
598	Fuel dealers	3	(D)	(D)	(D)	(D)	1
5992	Florists	9	1 014	166	40	35	5
5993	Tobacco stores and stands	–	–	–	–	–	–
5994	News dealers and newsstands	2	(D)	(D)	(D)	(D)	–
5995	Optical goods stores	7	2 062	529	132	42	1
5999	Miscellaneous retail stores, n.e.c.	25	7 259	1 446	335	142	7
	JANESVILLE-BELOIT, WI MSA						
	Retail trade	**911**	**850 789**	**96 625**	**22 343**	**10 964**	**326**
52	**Building materials and garden supplies stores**	**43**	**55 908**	**5 926**	**1 406**	**458**	**8**
521, 3	Building materials and supply stores	22	43 349	4 174	1 003	273	5
525	Hardware stores	15	8 115	1 203	287	143	2
526	Retail nurseries, lawn and garden supply stores	5	(D)	(D)	(D)	(D)	1
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	–
53	**General merchandise stores**	**19**	**118 234**	**12 962**	**2 999**	**1 577**	**4**
531	Department stores (incl. leased depts.)[1, 2]	11	124 394	(NA)	(NA)	(NA)	–
531	Department stores (excl. leased depts.)[1]	11	114 070	12 310	2 842	1 475	–
533	Variety stores	6	(D)	(D)	(D)	(D)	2
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	2
54	**Food stores**	**74**	**179 020**	**16 796**	**3 752**	**1 465**	**29**
541	Grocery stores	46	174 034	15 765	3 512	1 309	16
542	Meat and fish (seafood) markets	4	964	90	20	15	3
543	Retail bakeries	10	1 755	607	145	85	7
543, 4, 5, 9	Other food stores	14	2 267	334	75	56	3
55 ex. 554	**Automotive dealers**	**51**	**195 892**	**15 521**	**3 404**	**814**	**10**
551	New and used car dealers	19	149 453	11 065	2 406	483	1
552	Used car dealers	6	4 790	389	103	29	2
553	Auto and home supply stores	21	37 703	3 743	832	277	5
555, 6, 7, 9	Miscellaneous automotive dealers	5	3 946	324	63	25	2
554	**Gasoline service stations**	**83**	**74 247**	**4 475**	**1 082**	**489**	**34**
56	**Apparel and accessory stores**	**88**	**25 752**	**3 207**	**773**	**464**	**17**
561	Men's and boys' clothing stores	11	2 213	321	85	46	2
562, 3	Women's clothing and specialty stores	35	13 061	1 600	366	223	7
562	Women's clothing stores	32	12 539	1 517	342	214	7
563	Women's accessory and specialty stores	3	522	83	24	9	–
565	Family clothing stores	5	1 513	196	45	28	1
566	Shoe stores	30	8 268	1 021	247	138	4
564, 9	Other apparel and accessory stores	7	697	69	30	29	3
57	**Furniture and homefurnishings stores**	**64**	**35 557**	**4 645**	**1 087**	**411**	**22**
5712	Furniture stores	18	16 888	2 095	493	175	6
5713, 4, 9	Homefurnishings stores	10	3 722	535	117	55	4
572	Household appliance stores	8	3 232	609	127	46	4
573	Radio, television, computer, and music stores	28	11 715	1 406	350	135	8
58	**Eating and drinking places**	**301**	**85 680**	**21 981**	**5 140**	**4 190**	**133**
5812	Eating places	205	72 520	19 436	4 523	3 693	80
5813	Drinking places	96	13 160	2 545	617	497	53
591	**Drug and proprietary stores**	**29**	**28 825**	**3 707**	**858**	**334**	**4**

See footnotes at end of table.

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	JANESVILLE-BELOIT, WI MSA—Con.							
59 ex. 591	**Miscellaneous retail stores**	**159**	**51 673**	**7 466**	**1 842**	**782**	**65**	**16**
592	Liquor stores	20	6 380	398	97	62	9	3
593	Used merchandise stores	7	1 136	179	37	21	1	2
594	Miscellaneous shopping goods stores	62	17 780	2 272	585	302	21	2
5941	Sporting goods stores and bicycle shops	17	6 333	618	163	76	10	–
5942, 3	Book, stationery stores	6	1 724	193	43	26	1	–
5944	Jewelry stores	14	2 979	606	184	65	5	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	25	6 744	855	195	135	5	2
596	Nonstore retailers	11	11 572	2 207	573	159	5	–
598	Fuel dealers	10	7 545	1 003	230	61	3	1
5992	Florists	15	2 559	455	107	70	8	6
5993	Tobacco stores and stands	2	(D)	(D)	(D)	(D)	–	1
5994	News dealers and newsstands	–	–	–	–	–	–	–
5995	Optical goods stores	9	1 351	309	70	22	3	1
5999	Miscellaneous retail stores, n.e.c.	23	(D)	(D)	(D)	(D)	15	–
	LA CROSSE, WI MSA							
	Retail trade	**732**	**670 488**	**80 089**	**18 916**	**10 562**	**214**	**47**
52	**Building materials and garden supplies stores**	**26**	**32 135**	**3 517**	**798**	**284**	**9**	**1**
521, 3	Building materials and supply stores	13	23 162	2 283	524	188	4	1
525	Hardware stores	9	5 884	941	203	91	3	–
526	Retail nurseries, lawn and garden supply stores	1	(D)	(D)	(D)	(D)	1	–
527	Mobile home dealers	3	(D)	(D)	(D)	(D)	1	–
53	**General merchandise stores**	**14**	**113 036**	**12 569**	**3 068**	**1 840**	**1**	**1**
531	Department stores (incl. leased depts.)[2]	8	119 428	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)	6	(D)	(D)	(D)	(D)	–	–
533	Variety stores	4	(D)	(D)	(D)	(D)	–	1
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)	1	–
54	**Food stores**	**61**	**102 635**	**8 375**	**2 076**	**1 378**	**18**	**7**
541	Grocery stores	34	98 090	7 324	1 821	1 179	10	2
542	Meat and fish (seafood) markets	4	(D)	(D)	(D)	(D)	4	–
546	Retail bakeries	11	2 320	676	160	121	1	3
543, 4, 5, 9	Other food stores	12	(D)	(D)	(D)	(D)	3	2
55 ex. 554	**Automotive dealers**	**44**	**158 081**	**11 964**	**2 708**	**684**	**14**	**1**
551	New and used car dealers	14	124 419	8 843	2 014	469	2	–
552	Used car dealers	6	1 793	62	12	6	4	1
553	Auto and home supply stores	12	18 098	1 859	460	140	3	–
555, 6, 7, 9	Miscellaneous automotive dealers	12	13 771	1 200	222	69	5	–
554	**Gasoline service stations**	**51**	**45 559**	**3 255**	**791**	**419**	**19**	**–**
56	**Apparel and accessory stores**	**76**	**39 230**	**3 128**	**735**	**488**	**8**	**3**
561	Men's and boys' clothing stores	6	1 619	184	45	26	1	–
562, 3	Women's clothing and specialty stores	35	14 336	1 553	363	248	2	3
562	Women's clothing stores	33	(D)	(D)	(D)	(D)	2	3
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	(D)	–	–
565	Family clothing stores	6	2 832	235	53	44	1	–
566	Shoe stores	23	7 865	965	226	136	4	–
564, 9	Other apparel and accessory stores	6	1 576	191	48	34	–	–
57	**Furniture and homefurnishings stores**	**53**	**39 841**	**5 793**	**1 229**	**431**	**11**	**2**
5712	Furniture stores	17	10 220	1 411	273	105	4	–
5713, 4, 9	Homefurnishings stores	11	(D)	(D)	(D)	(D)	4	1
572	Household appliance stores	7	(D)	(D)	(D)	(D)	2	1
573	Radio, television, computer, and music stores	18	16 134	1 954	442	158	1	–
58	**Eating and drinking places**	**252**	**79 286**	**19 639**	**4 648**	**4 183**	**87**	**18**
5812	Eating places	156	68 505	17 637	4 156	3 718	35	9
5813	Drinking places	96	10 781	2 002	492	465	52	7
591	**Drug and proprietary stores**	**18**	**16 789**	**2 516**	**612**	**252**	**1**	**1**

See footnotes at end of table.

Table 8. **Summary Statistics for Metropolitan Statistical Areas: 1987**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D.]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	LA CROSSE, WI MSA—Con.							
59 ex. 591	**Miscellaneous retail stores**	**137**	**54 917**	**9 333**	**2 253**	**903**	**46**	**16**
592	Liquor stores	4	(D)	(D)	(D)	(D)	1	-
593	Used merchandise stores	6	(D)	(D)	(D)	(D)	4	-
594	Miscellaneous shopping goods stores	72	19 804	2 670	676	387	22	10
5941	Sporting goods stores and bicycle shops	16	3 632	409	90	60	6	5
5942, 3	Book, stationery stores	8	1 877	198	51	36	2	-
5944	Jewelry stores	10	5 612	870	260	82	1	-
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	38	8 683	1 193	275	209	13	5
596	Nonstore retailers	9	14 731	2 884	729	196	3	-
598	Fuel dealers	7	6 000	1 601	391	86	1	-
5992	Florists	11	3 385	732	178	97	3	4
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	-	-
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	1	-
5995	Optical goods stores	9	2 595	572	135	38	1	-
5999	Miscellaneous retail stores, n.e.c.	17	3 609	619	92	63	10	1
	MADISON, WI MSA							
	Retail trade	**2 448**	**2 531 159**	**310 405**	**72 099**	**35 627**	**605**	**183**
52	**Building materials and garden supplies stores**	**102**	**151 923**	**16 931**	**4 062**	**1 229**	**15**	**7**
521, 3	Building materials and supply stores	52	123 951	12 504	3 005	758	4	4
521	Lumber and other building materials dealers	37	113 270	11 360	2 694	682	2	3
523	Paint, glass, and wallpaper stores	15	10 681	1 144	311	76	2	1
525	Hardware stores	35	20 080	3 223	753	357	8	3
526	Retail nurseries, lawn and garden supply stores	11	6 019	1 006	267	92	3	1
527	Mobile home dealers	4	1 873	198	37	22	-	-
53	**General merchandise stores**	**37**	**294 555**	**29 711**	**6 730**	**3 613**	**5**	**-**
531	Department stores (incl. leased depts.)[1 2]	19	270 247	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	19	254 358	26 426	5 865	3 230	-	-
533	Variety stores	10	5 417	820	222	117	4	-
539	Miscellaneous general merchandise stores	8	34 780	2 465	643	266	1	-
54	**Food stores**	**208**	**409 510**	**40 909**	**9 424**	**4 260**	**49**	**16**
541	Grocery stores	126	382 439	36 149	8 347	3 649	27	5
542	Meat and fish (seafood) markets	16	5 924	831	183	95	6	1
546	Retail bakeries	30	6 404	2 097	472	270	10	3
543, 4, 5, 9	Other food stores	36	14 743	1 832	422	246	6	1
543	Fruit and vegetable markets	3	(D)	(D)	(D)	(D)	1	-
544	Candy, nut, and confectionery stores	13	(D)	(D)	(D)	(D)	2	-
545	Dairy products stores	11	3 764	374	84	50	2	-
549	Miscellaneous food stores	9	4 054	791	178	96	1	-
55 ex. 554	**Automotive dealers**	**104**	**545 150**	**43 224**	**10 518**	**2 021**	**23**	**1**
551	New and used car dealers	31	472 427	36 308	9 038	1 535	3	-
552	Used car dealers	14	20 999	928	240	55	6	-
553	Auto and home supply stores	35	16 957	3 033	663	208	10	-
553 pt.	Tire, battery, and accessory dealers	34	(D)	(D)	(D)	(D)	9	-
553 pt.	Other auto and home supply stores	1	(D)	(D)	(D)	(D)	1	-
555, 6, 7, 9	Miscellaneous automotive dealers	24	34 767	2 955	577	223	4	-
555	Boat dealers	9	(D)	(D)	(D)	(D)	1	-
556	Recreational vehicle dealers	9	13 865	1 017	247	95	2	-
557	Motorcycle dealers	5	11 906	1 038	179	71	-	-
559	Automotive dealers, n.e.c.	1	(D)	(D)	(D)	(D)	1	-
554	**Gasoline service stations**	**188**	**182 697**	**11 097**	**2 752**	**1 326**	**65**	**11**
56	**Apparel and accessory stores**	**258**	**129 394**	**15 986**	**4 052**	**2 088**	**35**	**1**
561	Men's and boys' clothing stores	32	13 733	2 069	583	196	4	-
562, 3	Women's clothing and specialty stores	114	53 930	6 956	1 765	997	16	-
562	Women's clothing stores	102	49 639	6 271	1 605	936	15	-
563	Women's accessory and specialty stores	12	4 291	685	160	61	1	-
565	Family clothing stores	29	31 055	2 641	652	392	4	-
566	Shoe stores	65	27 637	3 904	902	430	3	-
566 pt.	Men's shoe stores	4	720	108	30	10	-	-
566 pt.	Women's shoe stores	16	4 973	652	169	78	1	-
566 pt.	Children's and juveniles' shoe stores	3	897	135	30	14	-	-
566 pt.	Family shoe stores	42	21 047	3 006	673	328	2	-
564, 9	Other apparel and accessory stores	18	3 039	416	170	73	8	-
564	Children's and infants' wear stores	3	(D)	(D)	(D)	(D)	1	-
569	Miscellaneous apparel and accessory stores	15	(D)	(D)	(D)	(D)	7	-

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Table 8. Summary Statistics for Metropolitan Statistical Areas: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	MADISON, WI MSA—Con.							
57	**Furniture and homefurnishings stores**	**180**	**195 149**	**26 878**	**5 990**	**1 867**	**28**	**3**
5712	Furniture stores	37	26 524	3 508	713	225	8	1
5713, 4, 9	Homefurnishings stores	54	40 349	5 577	1 212	414	11	2
5713	Floor covering stores	21	28 511	3 867	838	211	3	1
5714	Drapery and upholstery stores	5	634	86	21	11	4	-
5719	Miscellaneous homefurnishings stores	28	11 204	1 624	353	192	4	1
572	Household appliance stores	18	14 466	1 406	275	102	5	-
573	Radio, television, computer, and music stores	51	113 810	16 387	3 790	926	4	-
5731, 4	Radio, television, electronics, and computer stores	26	98 640	14 152	3 244	712	2	-
5735	Record and prerecorded tape stores	18	7 855	625	144	83	-	-
5736	Musical instrument stores	7	7 315	1 610	402	131	2	-
58	**Eating and drinking places**	**775**	**275 068**	**75 290**	**17 660**	**14 953**	**200**	**84**
5812	Eating places	561	241 325	67 574	15 839	13 469	116	54
5812 pt.	Restaurants and lunchrooms	286	134 920	41 375	9 720	8 033	48	27
5812 pt.	Cafeterias	7	3 999	1 151	355	165	3	1
5812 pt.	Refreshment places	220	91 603	22 475	5 215	4 758	49	21
5812 pt.	Other eating places	48	10 803	2 573	549	513	16	5
5813	Drinking places	214	33 733	7 716	1 821	1 484	84	30
591	**Drug and proprietary stores**	**70**	**87 471**	**9 174**	**2 335**	**809**	**9**	**2**
591 pt.	Drug stores	67	(D)	(D)	(D)	(D)	9	2
591 pt.	Proprietary stores	3	(D)	(D)	(D)	(D)	-	-
55, 57, 591	**Miscellaneous retail stores**	**548**	**280 252**	**40 605**	**8 576**	**3 881**	**176**	**36**
592	Liquor stores	83	28 964	2 115	473	382	31	7
593	Used merchandise stores	33	7 021	1 176	263	140	15	1
594	Miscellaneous shopping goods stores	244	107 253	13 934	3 222	1 657	82	13
5941	Sporting goods stores and bicycle shops	53	24 755	3 022	718	373	21	3
5941 pt.	General line sporting goods stores	13	8 088	908	268	106	4	-
5941 pt.	Specialty line sporting goods stores	40	16 667	2 114	450	267	17	3
5942	Book stores	27	24 342	2 657	641	247	11	1
5943	Stationery stores	7	3 497	412	98	40	3	1
5944	Jewelry stores	39	17 864	3 224	715	244	16	1
5945	Hobby, toy, and game shops	22	12 166	1 130	201	149	9	-
5946	Camera and photographic supply stores	10	(D)	(D)	(D)	(D)	2	-
5947	Gift, novelty, and souvenir shops	63	15 160	2 228	531	371	16	4
5948	Luggage and leather goods stores	4	(D)	(D)	(D)	(D)	-	-
5949	Sewing, needlework, and piece goods stores	19	5 995	813	211	184	4	3
596	Nonstore retailers	46	99 484	16 926	3 000	840	11	3
5961	Catalog and mail-order houses	14	73 643	11 393	1 784	442	2	1
5962	Merchandising machine operators	8	17 808	3 788	872	266	2	-
5963	Direct selling establishments	24	8 033	1 745	344	132	7	2
598	Fuel dealers	14	11 734	1 082	305	75	-	1
5983	Fuel oil dealers	9	8 862	667	196	48	-	1
5984	Liquefied petroleum gas (bottled gas) dealers	5	2 872	415	109	27	-	-
5989	Fuel dealers, n.e.c.	-	-	-	-	-	-	-
5992	Florists	37	7 437	1 544	401	234	11	9
5993	Tobacco stores and stands	1	(D)	(D)	(D)	(D)	-	-
5994	News dealers and newsstands	2	(D)	(D)	(D)	(D)	2	-
5995	Optical goods stores	25	4 607	1 377	311	83	4	1
5999	Miscellaneous retail stores, n.e.c.	61	13 305	2 403	590	241	20	1
5999 pt.	Pet shops	13	2 871	479	112	82	6	1
5999 pt.	Typewriter stores	1	(D)	(D)	(D)	(D)	-	-
5999 pt.	Other miscellaneous retail stores, n.e.c.	47	(D)	(D)	(D)	(D)	14	-
	MILWAUKEE-RACINE, WI CMSA							
	Retail trade	**9 427**	**9 792 861**	**1 159 943**	**270 744**	**139 052**	**2 493**	**480**
52	**Building materials and garden supplies stores**	**410**	**470 789**	**62 601**	**13 272**	**4 908**	**73**	**9**
521, 3	Building materials and supply stores	205	309 614	38 119	7 975	2 260	29	2
521	Lumber and other building materials dealers	141	280 279	33 735	6 940	1 953	16	1
523	Paint, glass, and wallpaper stores	64	29 535	4 384	1 035	307	13	1
525	Hardware stores	135	101 973	16 606	3 787	1 765	22	5
526	Retail nurseries, lawn and garden supply stores	61	(D)	(D)	(D)	(D)	20	2
527	Mobile home dealers	9	(D)	(D)	(D)	(D)	2	-
53	**General merchandise stores**	**159**	**1 218 315**	**129 428**	**30 761**	**14 850**	**18**	**2**
531	Department stores (incl. leased depts.)[1, 2]	73	1 159 719	(NA)	(NA)	(NA)	-	1
531	Department stores (excl. leased depts.)[1]	73	(D)	(D)	(D)	(D)	-	1
533	Variety stores	57	41 343	6 594	1 664	974	10	-
539	Miscellaneous general merchandise stores	29	(D)	(D)	(D)	(D)	6	1

See footnotes at end of table.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	MILWAUKEE-RACINE, WI CMSA—Con.							
54	**Food stores**	**877**	**1 850 147**	**175 706**	**41 487**	**18 256**	**267**	**39**
541	Grocery stores	543	1 745 941	156 480	37 140	15 374	155	15
542	Meat and fish (seafood) markets	58	26 602	3 320	773	387	29	2
546	Retail bakeries	133	38 455	10 448	2 371	1 696	39	9
543, 4, 5, 9	Other food stores	143	39 149	5 478	1 203	798	44	13
543	Fruit and vegetable markets	20	16 841	2 194	420	245	9	3
544	Candy, nut, and confectionery stores	61	9 642	1 684	381	224	17	2
545	Dairy products stores	25	5 059	718	174	150	7	4
549	Miscellaneous food stores	37	7 607	882	228	179	11	4
55 ex. 554	**Automotive dealers**	**473**	**2 192 576**	**180 137**	**40 989**	**8 916**	**96**	**10**
551	New and used car dealers	150	1 890 306	146 723	33 621	6 496	10	1
552	Used car dealers	95	75 977	5 393	1 268	389	27	4
553	Auto and home supply stores	169	131 893	18 631	4 242	1 329	34	4
553 pt.	Tire, battery, and accessory dealers	156	(D)	(D)	(D)	(D)	27	4
553 pt.	Other auto and home supply stores	13	(D)	(D)	(D)	(D)	7	-
555, 6, 7, 9	Miscellaneous automotive dealers	59	94 400	9 390	1 838	702	15	1
555	Boat dealers	22	49 880	5 096	918	375	6	-
556	Recreational vehicle dealers	9	11 396	788	143	56	1	1
557	Motorcycle dealers	25	28 042	2 831	626	206	8	-
559	Automotive dealers, n.e.c.	3	5 082	675	151	65	-	-
554	**Gasoline service stations**	**740**	**722 381**	**42 549**	**10 178**	**4 729**	**252**	**35**
56	**Apparel and accessory stores**	**871**	**444 591**	**54 948**	**13 204**	**7 133**	**91**	**28**
561	Men's and boys' clothing stores	91	52 810	8 163	2 104	761	6	2
562, 3	Women's clothing and specialty stores	370	179 494	21 572	5 129	3 233	40	11
562	Women's clothing stores	319	163 347	19 072	4 489	2 958	28	10
563	Women's accessory and specialty stores	51	16 147	2 500	640	275	12	1
565	Family clothing stores	74	87 384	8 608	1 935	1 117	4	7
566	Shoe stores	260	105 654	14 206	3 408	1 606	19	1
566 pt.	Men's shoe stores	30	(D)	(D)	(D)	(D)	1	-
566 pt.	Women's shoe stores	71	22 381	3 266	798	336	6	-
566 pt.	Children's and juveniles' shoe stores	11	(D)	(D)	(D)	(D)	-	-
566 pt.	Family shoe stores	148	72 944	9 275	2 226	1 124	12	1
564, 9	Other apparel and accessory stores	76	19 249	2 399	629	416	22	5
564	Children's and infants' wear stores	27	11 265	1 280	365	229	8	2
569	Miscellaneous apparel and accessory stores	49	7 984	1 119	264	187	14	3
57	**Furniture and homefurnishings stores**	**700**	**609 208**	**80 729**	**19 071**	**8 775**	**152**	**23**
5712	Furniture stores	181	171 138	26 793	6 644	1 748	34	6
5713, 4, 9	Homefurnishings stores	201	92 483	14 235	3 122	1 111	50	10
5713	Floor covering stores	90	61 195	8 760	1 872	508	19	5
5714	Drapery and upholstery stores	22	3 241	679	148	68	15	-
5719	Miscellaneous homefurnishings stores	89	28 047	4 796	1 102	535	16	5
572	Household appliance stores	76	56 052	7 030	1 670	484	29	1
573	Radio, television, computer, and music stores	242	289 537	32 671	7 635	2 432	39	5
5731, 4	Radio, television, electronics, and computer stores	156	232 805	25 143	5 743	1 794	22	3
5735	Record and prerecorded tape stores	37	30 796	3 562	914	328	6	1
5736	Musical instrument stores	49	25 936	3 966	978	310	11	1
58	**Eating and drinking places**	**3 080**	**1 025 964**	**263 485**	**61 499**	**47 991**	**990**	**235**
5812	Eating places	2 102	907 274	240 320	55 905	43 737	485	155
5812 pt.	Restaurants and lunchrooms	1 075	461 133	136 611	32 541	23 458	279	85
5812 pt.	Cafeterias	17	12 647	2 935	686	513	3	-
5812 pt.	Refreshment places	749	351 999	78 675	17 877	16 368	152	58
5812 pt.	Other eating places	261	81 495	22 199	4 801	3 398	51	12
5813	Drinking places	978	118 690	23 165	5 594	4 254	513	80
591	**Drug and proprietary stores**	**347**	**383 135**	**48 148**	**12 112**	**4 753**	**32**	**6**
591 pt.	Drug stores	319	364 934	45 644	11 494	4 411	31	5
591 pt.	Proprietary stores	28	18 201	2 504	618	342	1	1
59 ex. 591	**Miscellaneous retail stores**	**1 770**	**875 775**	**122 213**	**28 191**	**11 842**	**494**	**98**
592	Liquor stores	240	153 951	10 353	2 394	1 332	85	18
593	Used merchandise stores	89	22 563	4 425	1 059	651	27	11
594	Miscellaneous shopping goods stores	765	299 094	39 662	9 630	4 724	198	27
5941	Sporting goods stores and bicycle shops	147	69 752	9 414	2 077	973	49	10
5941 pt.	General line sporting goods stores	55	33 473	3 748	896	405	14	6
5941 pt.	Specialty line sporting goods stores	92	36 279	5 666	1 181	568	35	4

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	MILWAUKEE-RACINE, WI CMSA—Con.							
59 ex. 591	**Miscellaneous retail stores**—Con.							
594	Miscellaneous shopping goods stores—Con.	58	22 777	2 252	543	297	15	-
5942	Book stores	18	5 396	836	209	120	6	1
5943	Stationery stores	181	76 222	12 497	3 314	1 214	31	2
5944	Jewelry stores	66	43 768	3 781	886	515	21	2
5945	Hobby, toy, and game shops	30	13 389	1 747	417	180	5	2
5946	Camera and photographic supply stores	194	43 051	5 795	1 352	1 010	61	7
5947	Gift, novelty, and souvenir shops	12	4 003	533	141	58	-	-
5948	Luggage and leather goods stores	59	20 736	2 807	691	457	10	3
5949	Sewing, needlework, and piece goods stores							
		182	232 948	37 215	7 965	2 443	35	4
596	Nonstore retailers	47	128 498	14 921	2 719	923	9	2
5961	Catalog and mail-order houses	53	86 710	14 209	3 194	874	12	-
5962	Merchandising machine operators	82	37 740	6 085	2 052	646	14	2
5963	Direct selling establishments							
		41	47 871	5 651	1 399	304	6	1
598	Fuel dealers	31	39 773	4 298	1 009	225	6	1
5983	Fuel oil dealers	9	(D)	(D)	(D)	(D)	-	-
5984	Liquefied petroleum gas (bottled gas) dealers	1	(D)	(D)	(D)	(D)	-	-
5989	Fuel dealers, n.e.c.							
		139	25 977	5 819	1 349	780	70	14
5992	Florists	11	3 413	335	79	45	7	-
5993	Tobacco stores and stands	7	1 257	193	43	22	3	1
5994	News dealers and newsstands	104	27 985	6 285	1 513	386	5	4
5995	Optical goods stores							
		192	60 716	12 275	2 760	1 155	58	15
5999	Miscellaneous retail stores, n.e.c.	41	8 317	1 556	364	223	19	4
5999 pt.	Pet shops	2	(D)	(D)	(D)	(D)	1	-
5999 pt.	Typewriter stores	149	(D)	(D)	(D)	(D)	38	11
5999 pt.	Other miscellaneous retail stores, n.e.c.							
	Milwaukee, WI PMSA							
	Retail trade	**9 332**	**8 751 405**	**1 042 814**	**243 394**	**115 750**	**2 140**	**400**
52	**Building materials and garden supplies stores**	**357**	**403 120**	**54 280**	**11 429**	**4 094**	**60**	**7**
521, 3	Building materials and supply stores	181	266 641	33 814	6 992	1 973	21	2
521	Lumber and other building materials dealers	121	239 184	29 842	6 047	1 690	9	1
523	Paint, glass, and wallpaper stores	60	27 457	3 972	945	283	12	1
		117	88 291	14 395	3 254	1 510	18	5
526	Hardware stores	51	45 320	5 619	1 087	581	19	-
526	Retail nurseries, lawn and garden supply stores	8	2 868	452	96	30	2	-
527	Mobile home dealers							
53	**General merchandise stores**	**138**	**1 078 817**	**115 812**	**27 619**	**13 201**	**15**	**3**
531	Department stores (incl. leased depts.)[1, 2]	62	1 015 675	(NA)	(NA)	(NA)	-	1
531	Department stores (excl. leased depts.)[1]	62	945 358	102 657	24 442	11 678	-	1
		52	38 821	6 174	1 585	927	9	-
533	Variety stores	24	94 638	6 981	1 612	596	6	1
539	Miscellaneous general merchandise stores							
54	**Food stores**	**755**	**1 658 696**	**155 160**	**36 647**	**16 113**	**232**	**31**
541	Grocery stores	484	1 571 010	139 313	33 049	13 754	132	13
542	Meat and fish (seafood) markets	48	20 880	2 344	548	276	26	2
546	Retail bakeries	117	33 407	6 590	1 972	1 438	35	8
		126	33 401	4 913	1 078	647	39	8
543, 4, 5, 9	Other food stores	15	12 831	1 905	371	180	8	1
543	Fruit and vegetable markets	55	8 817	1 524	345	201	14	1
544	Candy, nut, and confectionery stores	20	4 363	628	140	95	6	2
545	Dairy products stores	38	7 390	856	222	171	11	4
549	Miscellaneous food stores							
55 ex. 554	**Automotive dealers**	**391**	**1 921 278**	**161 024**	**38 512**	**7 997**	**69**	**7**
551	New and used car dealers	127	1 682 125	132 916	30 363	5 888	8	1
552	Used car dealers	78	56 754	4 580	1 032	336	22	4
		138	100 754	14 977	3 454	1 030	29	2
553	Auto and home supply stores	127	(D)	(D)	(D)	(D)	22	2
553 pt.	Tire, battery, and accessory dealers	11	(D)	(D)	(D)	(D)	7	-
553 pt.	Other auto and home supply stores							
		46	81 643	8 551	1 663	643	10	-
555, 6, 7, 9	Miscellaneous automotive dealers	19	45 171	4 846	869	360	5	-
555	Boat dealers	6	7 379	558	92	39	-	-
556	Recreational vehicle dealers	20	24 011	2 472	551	179	5	-
557	Motorcycle dealers	3	5 082	675	151	65	-	-
559	Automotive dealers, n.e.c.							
554	**Gasoline service stations**	**657**	**642 438**	**38 466**	**9 221**	**4 322**	**246**	**32**

See footnotes at end of table.

Table 8. Summary Statistics for Metropolitan Statistical Areas: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	MILWAUKEE-RACINE, WI CMSA—Con.							
	Milwaukee, WI PMSA—Con.							
56	**Apparel and accessory stores**	**782**	**402 196**	**49 550**	**11 906**	**6 401**	**73**	**23**
561	Men's and boys' clothing stores	80	48 059	7 434	1 937	681	4	1
562, 3	Women's clothing and specialty stores	328	161 225	19 275	4 591	2 874	30	9
562	Women's clothing stores	283	145 839	16 901	3 986	2 623	21	8
563	Women's accessory and specialty stores	45	15 386	2 374	605	251	9	1
565	Family clothing stores	67	83 278	8 201	1 846	1 068	3	7
566	Shoe stores	235	91 298	12 351	2 937	1 380	14	1
566 pt.	Men's shoe stores	28	(D)	(D)	(D)	(D)	1	-
566 pt.	Women's shoe stores	65	20 981	3 073	749	310	4	-
566 pt.	Children's and juveniles' shoe stores	10	(D)	(D)	(D)	(D)	-	-
566 pt.	Family shoe stores	132	60 663	7 722	1 832	934	9	1
564, 9	Other apparel and accessory stores	72	18 336	2 289	595	398	22	5
564	Children's and infants' wear stores	26	10 615	1 216	343	221	8	2
569	Miscellaneous apparel and accessory stores	46	7 721	1 073	252	177	14	3
57	**Furniture and homefurnishings stores**	**620**	**554 430**	**72 581**	**17 117**	**5 169**	**130**	**18**
5712	Furniture stores	159	147 541	22 806	5 577	1 443	31	4
5713, 4, 9	Homefurnishings stores	177	83 206	12 983	2 830	1 021	42	8
5713	Floor covering stores	78	53 799	7 788	1 650	456	16	4
5714	Drapery and upholstery stores	18	2 605	593	127	55	12	-
5719	Miscellaneous homefurnishings stores	81	26 802	4 602	1 053	510	14	4
572	Household appliance stores	65	46 782	5 733	1 356	392	23	1
573	Radio, television, computer, and music stores	219	276 901	31 059	7 354	2 313	34	5
5731, 4	Radio, television, electronics, and computer stores	144	224 386	24 028	5 582	1 732	20	3
5735	Record and prerecorded tape stores	33	28 818	3 344	862	302	5	1
5736	Musical instrument stores	42	23 697	3 687	910	279	9	1
58	**Eating and drinking places**	**2 725**	**929 389**	**238 922**	**55 876**	**43 355**	**846**	**192**
5812	Eating places	1 861	821 315	217 593	50 663	39 402	396	136
5812 pt.	Restaurants and lunchrooms	952	419 477	124 833	29 757	21 225	229	75
5812 pt.	Cafeterias	16	10 620	2 440	599	433	3	-
5812 pt.	Refreshment places	663	317 233	70 271	16 005	14 692	125	50
5812 pt.	Other eating places	230	73 985	20 049	4 302	3 052	39	11
5813	Drinking places	864	108 074	21 329	5 213	3 953	450	56
591	**Drug and proprietary stores**	**314**	**348 587**	**43 355**	**10 902**	**4 319**	**29**	**4**
591 pt.	Drug stores	288	(D)	(D)	(D)	(D)	29	4
591 pt.	Proprietary stores	26	(D)	(D)	(D)	(D)	-	-
59 ex. 591	**Miscellaneous retail stores**	**1 593**	**812 454**	**113 664**	**26 165**	**10 879**	**440**	**84**
592	Liquor stores	213	138 774	9 088	2 100	1 185	74	16
593	Used merchandise stores	78	20 684	3 969	947	571	24	10
594	Miscellaneous shopping goods stores	690	276 942	36 795	8 923	4 355	175	24
5941	Sporting goods stores and bicycle shops	133	65 616	8 944	1 972	825	42	8
5941 pt.	General line sporting goods stores	47	30 570	3 475	830	368	10	4
5941 pt.	Specialty line sporting goods stores	86	35 046	5 469	1 142	457	32	4
5942	Book stores	52	20 795	2 062	495	263	14	-
5943	Stationery stores	16	5 242	810	203	113	6	1
5944	Jewelry stores	162	69 301	11 492	3 048	1 117	25	2
5945	Hobby, toy, and game shops	61	41 981	3 616	848	491	18	2
5946	Camera and photographic supply stores	28	11 778	1 499	351	160	5	2
5947	Gift, novelty, and souvenir shops	176	39 917	5 401	1 270	937	56	6
5948	Luggage and leather goods stores	10	3 802	484	131	51	-	-
5949	Sewing, needlework, and piece goods stores	52	18 510	2 487	615	396	9	3
596	Nonstore retailers	165	223 590	35 304	7 545	2 303	32	4
5961	Catalog and mail-order houses	45	128 237	14 907	2 716	921	9	2
5962	Merchandising machine operators	46	60 218	12 794	2 963	801	10	-
5963	Direct selling establishments	74	35 135	7 603	1 866	581	13	2
598	Fuel dealers	35	41 386	5 175	1 296	281	4	1
5983	Fuel oil dealers	26	34 424	3 942	943	207	4	1
5984	Liquefied petroleum gas (bottled gas) dealers	8	(D)	(D)	(D)	(D)	-	-
5989	Fuel dealers, n.e.c.	1	(D)	(D)	(D)	(D)	-	-
5992	Florists	126	22 842	5 221	1 196	678	64	13
5993	Tobacco stores and stands	11	3 413	335	79	45	7	-
5994	News dealers and newsstands	7	1 257	193	43	22	3	1
5995	Optical goods stores	93	26 112	5 094	1 412	359	4	4
5999	Miscellaneous retail stores, n.e.c.	175	57 454	11 690	2 624	1 080	53	11
5999 pt.	Pet shops	39	7 892	1 475	345	211	19	3
5999 pt.	Typewriter stores	2	(D)	(D)	(D)	(D)	1	-
5999 pt.	Other miscellaneous retail stores, n.e.c.	134	(D)	(D)	(D)	(D)	33	8

See footnotes at end of table.

Table 8. Summary Statistics for Metropolitan Statistical Areas: 1987—Con.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	MILWAUKEE-RACINE, WI CMSA—Con.							
	Racine, WI PMSA							
	Retail trade	**1 095**	**1 041 456**	**117 129**	**27 350**	**13 302**	**353**	**80**
52	**Building materials and garden supplies stores**	**53**	**67 649**	**8 321**	**1 843**	**714**	**13**	**2**
521, 3	Building materials and supply stores	24	43 173	4 305	983	287	8	–
525	Hardware stores	18	13 682	2 211	533	255	4	–
526	Retail nurseries, lawn and garden supply stores	10	(D)	(D)	(D)	(D)	1	2
527	Mobile home dealers	1	(D)	(D)	(D)	(D)	–	–
53	**General merchandise stores**	**21**	**139 498**	**13 616**	**3 142**	**1 649**	**3**	**–**
531	Department stores (incl. leased depts.)[1, 2]	11	144 044	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	11	(D)	(D)	(D)	(D)	–	–
533	Variety stores	5	2 522	420	99	47	1	–
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)	2	–
54	**Food stores**	**122**	**191 449**	**20 548**	**4 840**	**2 142**	**35**	**8**
541	Grocery stores	79	174 931	17 147	4 091	1 620	23	2
542	Meat and fish (seafood) markets	10	5 722	976	225	111	3	–
546	Retail bakeries	16	5 048	1 858	399	260	4	1
543, 4, 5, 9	Other food stores	17	5 748	565	125	151	5	5
55 ex. 554	**Automotive dealers**	**82**	**271 300**	**19 113**	**4 457**	**1 019**	**17**	**3**
551	New and used car dealers	23	208 181	13 807	3 258	608	2	–
552	Used car dealers	17	19 223	813	236	53	5	–
553	Auto and home supply stores	31	31 139	3 654	788	299	5	2
555, 6, 7, 9	Miscellaneous automotive dealers	11	12 757	839	175	59	5	1
554	**Gasoline service stations**	**83**	**79 943**	**4 082**	**957**	**407**	**36**	**3**
56	**Apparel and accessory stores**	**89**	**42 395**	**5 358**	**1 298**	**732**	**18**	**3**
561	Men's and boys' clothing stores	11	4 751	729	167	80	2	1
562, 3	Women's clothing and specialty stores	42	18 269	2 297	538	359	10	2
562	Women's clothing stores	36	17 508	2 171	503	335	7	2
563	Women's accessory and specialty stores	6	761	126	35	24	3	–
565	Family clothing stores	7	4 106	407	90	49	1	–
566	Shoe stores	25	14 356	1 855	469	226	5	–
564, 9	Other apparel and accessory stores	4	913	110	34	18	–	–
57	**Furniture and homefurnishings stores**	**80**	**54 778**	**8 148**	**1 954**	**606**	**22**	**4**
5712	Furniture stores	22	23 595	3 987	1 067	305	3	2
5713, 4, 9	Homefurnishings stores	24	9 277	1 252	292	90	8	2
572	Household appliance stores	11	9 270	1 297	314	92	6	–
573	Radio, television, computer, and music stores	23	12 636	1 612	281	119	5	–
58	**Eating and drinking places**	**355**	**98 575**	**24 563**	**5 623**	**4 636**	**152**	**43**
5812	Eating places	241	85 959	22 727	5 242	4 335	89	19
5813	Drinking places	114	10 616	1 836	381	301	63	24
591	**Drug and proprietary stores**	**33**	**34 548**	**4 793**	**1 210**	**434**	**3**	**2**
59 ex. 591	**Miscellaneous retail stores**	**177**	**63 321**	**8 549**	**2 026**	**953**	**54**	**12**
592	Liquor stores	27	15 177	1 265	294	147	11	3
593	Used merchandise stores	11	1 879	456	112	80	3	1
594	Miscellaneous shopping goods stores	75	22 152	2 867	707	369	23	3
5941	Sporting goods stores and bicycle shops	14	4 136	470	105	48	7	2
5942, 3	Book, stationery stores	8	2 136	216	54	41	1	–
5944	Jewelry stores	19	6 921	1 005	266	97	6	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	34	8 959	1 176	282	183	9	1
596	Nonstore retailers	17	9 358	1 911	420	140	3	–
598	Fuel dealers	6	6 485	476	103	23	2	–
5992	Florists	13	3 135	598	153	102	6	1
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	–	–	–	–	–	–	–
5995	Optical goods stores	11	1 873	391	101	27	1	–
5999	Miscellaneous retail stores, n.e.c.	17	3 262	585	136	75	5	4

See footnotes at end of table.

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
	MINNEAPOLIS-ST. PAUL, MN-WI MSA							
	Retail trade	**13 311**	**16 762 012**	**1 992 763**	**464 748**	**214 355**	**2 413**	**582**
52	**Building materials and garden supplies stores**	**687**	**1 038 660**	**121 416**	**27 388**	**8 272**	**103**	**24**
521, 3	Building materials and supply stores	290	796 066	86 458	19 736	4 831	31	5
521	Lumber and other building materials dealers	205	735 569	77 651	17 808	4 246	14	4
523	Paint, glass, and wallpaper stores	85	60 497	8 807	1 928	585	17	1
526	Hardware stores	257	137 758	20 779	4 628	2 279	41	13
526	Retail nurseries, lawn and garden supply stores	105	88 549	12 960	2 846	1 087	27	3
527	Mobile home dealers	35	16 287	1 219	178	75	4	3
53	**General merchandise stores**	**226**	**2 374 716**	**234 411**	**55 628**	**26 633**	**20**	**7**
531	Department stores (incl. leased depts.)[1, 2]	80	2 188 192	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.)[1]	80	2 074 585	205 602	48 942	23 455	-	-
531 pt.	Conventional[1]	20	(D)	(D)	(D)	(D)	-	-
531 pt.	Discount or mass merchandising[1]	40	(D)	(D)	(D)	(D)	-	-
531 pt.	National chain[1]	20	528 734	62 204	14 599	6 154	-	-
533	Variety stores	39	36 078	5 546	1 337	711	9	2
539	Miscellaneous general merchandise stores	107	264 053	23 263	5 349	2 467	11	5
54	**Food stores**	**1 462**	**2 862 076**	**282 923**	**66 390**	**25 718**	**340**	**72**
541	Grocery stores	929	2 714 757	251 554	59 159	21 273	207	32
542	Meat and fish (seafood) markets	72	33 429	4 668	1 077	436	26	7
546	Retail bakeries	252	69 751	20 129	4 657	2 861	60	15
546 pt.	Retail bakeries—baking and selling	187	(D)	(D)	(D)	(D)	58	14
546 pt.	Retail bakeries—selling only	65	(D)	(D)	(D)	(D)	2	1
543, 4, 5, 9	Other food stores	209	44 139	6 572	1 497	1 148	47	18
543	Fruit and vegetable markets	17	5 640	980	207	122	9	-
544	Candy, nut, and confectionery stores	92	13 206	2 470	572	484	16	7
545	Dairy products stores	29	5 616	713	148	152	12	5
549	Miscellaneous food stores	71	19 677	2 409	570	390	10	6
55 ex. 554	**Automotive dealers**	**730**	**3 519 506**	**296 628**	**66 666**	**13 541**	**95**	**19**
551	New and used car dealers	206	3 042 438	238 633	53 886	9 792	11	1
552	Used car dealers	59	60 159	4 236	970	247	11	5
553	Auto and home supply stores	336	203 329	34 371	7 659	2 302	59	8
553 pt.	Tire, battery, and accessory dealers	313	194 958	33 304	7 460	2 213	50	8
553 pt.	Other auto and home supply stores	23	8 371	1 067	199	89	9	-
555, 6, 7, 9	Miscellaneous automotive dealers	129	213 580	19 388	4 151	1 200	14	5
555	Boat dealers	56	123 275	10 601	2 176	630	5	3
556	Recreational vehicle dealers	25	38 780	2 873	569	218	3	-
557	Motorcycle dealers	35	41 866	4 939	1 045	314	4	-
559	Automotive dealers, n.e.c.	13	9 659	975	361	38	2	2
554	**Gasoline service stations**	**1 005**	**1 283 982**	**86 429**	**20 734**	**9 237**	**261**	**27**
56	**Apparel and accessory stores**	**1 435**	**801 586**	**95 713**	**22 396**	**12 248**	**124**	**25**
561	Men's and boys' clothing stores	137	111 035	17 410	4 227	1 356	5	1
562, 3	Women's clothing and specialty stores	629	315 935	37 483	8 794	5 685	54	10
562	Women's clothing stores	560	293 699	34 340	8 020	5 311	43	7
563	Women's accessory and specialty stores	69	22 236	3 143	774	374	11	3
565	Family clothing stores	164	184 362	16 743	3 538	2 129	9	5
566	Shoe stores	370	151 004	19 191	4 612	2 243	25	4
566 pt.	Men's shoe stores	40	(D)	(D)	(D)	(D)	2	1
566 pt.	Women's shoe stores	115	41 177	6 412	1 622	704	3	1
566 pt.	Children's and juveniles' shoe stores	7	(D)	(D)	(D)	(D)	1	-
566 pt.	Family shoe stores	208	96 464	10 731	2 400	1 351	19	2
564, 9	Other apparel and accessory stores	135	39 252	4 886	1 225	835	31	5
564	Children's and infants' wear stores	60	21 778	2 227	603	486	11	4
569	Miscellaneous apparel and accessory stores	75	17 474	2 659	622	347	20	1
57	**Furniture and homefurnishings stores**	**1 104**	**992 448**	**125 023**	**28 814**	**8 360**	**187**	**52**
5712	Furniture stores	289	352 447	48 382	11 371	2 846	39	11
5713, 4, 9	Homefurnishings stores	370	190 574	26 681	6 212	2 032	75	14
5713	Floor covering stores	141	113 446	14 016	3 306	733	32	4
5714	Drapery and upholstery stores	31	5 292	1 150	248	113	15	2
5719	Miscellaneous homefurnishings stores	198	71 836	11 515	2 658	1 186	28	8
572	Household appliance stores	85	67 320	7 054	1 762	473	30	2
573	Radio, television, computer, and music stores	360	382 107	42 906	9 469	3 009	43	25
5731	Radio, television, and electronics stores	172	256 024	26 413	5 809	1 684	26	7
5734	Computer and software stores	69	50 500	5 113	1 128	354	5	1
5735	Record and prerecorded tape stores	70	(D)	(D)	(D)	(D)	7	15
5736	Musical instrument stores	49	(D)	(D)	(D)	(D)	5	2

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1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	MINNEAPOLIS-ST. PAUL, MN-WI MSA—Con.							
58	**Eating and drinking places**	3 415	1 719 076	464 340	110 101	82 323	666	200
5812	Eating places	2 958	1 587 043	432 486	102 509	77 859	590	185
5812 pt.	Restaurants and lunchrooms	1 343	821 190	244 976	59 040	41 270	287	97
5812 pt.	Cafeterias	61	32 359	6 144	2 198	1 419	9	5
5812 pt.	Refreshment places	1 238	581 022	138 410	31 862	29 204	236	72
5812 pt.	Other eating places	310	152 472	40 956	9 409	5 766	58	11
5813	Drinking places	457	132 033	31 854	7 592	4 664	76	15
591	**Drug and proprietary stores**	377	418 223	59 107	14 329	5 911	35	11
591 pt.	Drug stores	359	410 609	57 926	14 079	5 788	33	10
591 pt.	Proprietary stores	18	7 614	1 181	250	123	2	1
59 ex. 591	**Miscellaneous retail stores**	2 870	1 751 737	226 773	52 302	22 112	582	145
592	Liquor stores	387	334 447	26 746	6 268	3 057	32	12
593	Used merchandise stores	119	27 058	5 163	1 223	681	30	9
594	Miscellaneous shopping goods stores	1 220	575 539	73 083	17 191	8 936	275	64
5941	Sporting goods stores and bicycle shops	281	162 216	19 516	4 353	2 113	66	12
5941 pt.	General line sporting goods stores	99	69 454	7 331	1 706	872	22	4
5941 pt.	Specialty line sporting goods stores	182	92 762	12 185	2 647	1 241	44	8
5942	Book stores	105	55 508	5 427	1 374	776	25	5
5943	Stationery stores	43	22 307	2 952	661	394	16	1
5944	Jewelry stores	227	111 930	17 083	4 195	1 505	44	9
5945	Hobby, toy, and game shops	105	55 360	5 002	1 126	608	24	8
5946	Camera and photographic supply stores	36	32 082	3 591	861	312	3	-
5947	Gift, novelty, and souvenir shops	319	80 131	11 350	2 583	1 948	82	25
5948	Luggage and leather goods stores	25	13 737	2 552	590	318	3	-
5949	Sewing, needlework, and piece goods stores	79	42 268	5 610	1 444	962	12	4
596	Nonstore retailers	280	516 630	68 143	14 983	4 654	63	12
5961	Catalog and mail-order houses	89	301 010	29 267	6 069	1 948	22	5
5962	Merchandising machine operators	71	107 157	21 253	4 513	1 236	16	4
5963	Direct selling establishments	120	108 463	17 623	4 401	1 470	25	3
598	Fuel dealers	57	69 437	7 756	1 928	452	8	2
5983	Fuel oil dealers	23	34 027	3 250	809	203	6	-
5984	Liquefied petroleum gas (bottled gas) dealers	30	(D)	(D)	(D)	(D)	-	1
5989	Fuel dealers, n.e.c.	4	(D)	(D)	(D)	(D)	2	1
5992	Florists	254	55 749	11 190	2 641	1 455	84	21
5993	Tobacco stores and stands	29	7 781	679	189	124	6	1
5994	News dealers and newsstands	13	(D)	(D)	(D)	(D)	1	-
5995	Optical goods stores	198	(D)	(D)	(D)	(D)	13	7
5999	Miscellaneous retail stores, n.e.c.	313	99 650	20 301	4 542	1 834	70	17
5999 pt.	Pet shops	63	15 329	2 799	651	416	20	2
5999 pt.	Typewriter stores [2]	9	(D)	(D)	(D)	(D)	2	1
5999 pt.	Other miscellaneous retail stores, n.e.c.	241	(D)	(D)	(D)	(D)	48	14
	SHEBOYGAN, WI MSA							
	Retail trade	594	530 362	59 922	14 230	7 349	213	43
52	**Building materials and garden supplies stores**	35	38 935	4 552	1 027	344	6	1
521, 3	Building materials and supply stores	18	31 196	3 425	749	229	-	-
525	Hardware stores	9	5 917	910	227	90	2	1
526	Retail nurseries, lawn and garden supply stores	6	(D)	(D)	(D)	(D)	4	-
527	Mobile home dealers	2	(D)	(D)	(D)	(D)	-	-
53	**General merchandise stores**	14	87 788	9 080	2 121	1 045	1	-
531	Department stores (incl. leased depts.) [1, 2]	6	68 328	(NA)	(NA)	(NA)	-	-
531	Department stores (excl. leased depts.) [1]	6	64 026	6 553	1 530	813	-	-
533	Variety stores	4	(D)	(D)	(D)	(D)	1	-
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	(D)	-	-
54	**Food stores**	58	117 217	11 010	2 814	1 280	20	3
541	Grocery stores	33	111 305	9 752	2 529	1 097	12	1
542	Meat and fish (seafood) markets	5	2 623	469	104	48	1	-
546	Retail bakeries	9	1 903	617	143	99	5	-
543, 4, 5, 9	Other food stores	11	1 386	172	38	36	2	2
55 ex. 554	**Automotive dealers**	39	114 063	9 335	2 187	570	5	-
551	New and used car dealers	20	101 606	7 831	1 868	468	2	-
552	Used car dealers	5	(D)	(D)	(D)	(D)	-	-
553	Auto and home supply stores	8	(D)	(D)	(D)	(D)	3	-
555, 6, 7, 9	Miscellaneous automotive dealers	6	5 773	771	134	53	-	-
554	**Gasoline service stations**	52	45 343	3 286	798	396	16	2

See footnotes at end of table.

Table 8. **Summary Statistics for Metropolitan Statistical Areas: 1987**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, includin revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (numbe
	SHEBOYGAN, WI MSA—Con.							
56	**Apparel and accessory stores**	39	11 [illegible]	1 469	350	227	8	
561	Men's and boys' clothing stores	8	2 350	397	96	51	1	
562, 3	Women's clothing and specialty stores	15	5 460	705	167	119	2	
562	Women's clothing stores	14	(D)	(D)	(D)	(D)	2	
563	Women's accessory and specialty stores	1	(D)	(D)	(D)	(D)	-	
565	Family clothing stores	1	(D)	(D)	(D)	(D)	1	
566	Shoe stores	13	3 373	334	79	47	3	
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)	1	
57	**Furniture and homefurnishings stores**	37	14 087	1 979	448	187	11	
5712	Furniture stores	13	4 752	623	152	56	4	
5713, 4, 9	Homefurnishings stores	9	1 965	314	57	30	4	
572	Household appliance stores	5	2 899	373	85	36	1	
573	Radio, television, computer, and music stores	10	4 471	669	152	63	2	
58	**Eating and drinking places**	204	50 939	12 487	2 920	2 540	102	
5812	Eating places	126	43 753	11 188	2 581	2 263	48	
5813	Drinking places	78	7 186	1 299	339	277	54	
591	**Drug and proprietary stores**	22	17 539	2 379	536	279	5	
59 ex. 591	**Miscellaneous retail stores**	94	32 967	4 345	1 031	481	19	
592	Liquor stores	9	9 236	462	106	78	2	
593	Used merchandise stores	2	(D)	(D)	(D)	(D)	1	
594	Miscellaneous shopping goods stores	46	10 022	1 408	336	161	18	
5941	Sporting goods stores and bicycle shops	11	1 780	180	32	25	7	
5942, 3	Book, stationery stores	4	1 411	170	55	19	-	
5944	Jewelry stores	11	3 821	632	163	52	2	
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	20	3 010	426	86	85	9	
596	Nonstore retailers	6	(D)	(D)	(D)	(D)	3	
598	Fuel dealers	4	(D)	(D)	(D)	(D)	2	
5992	Florists	9	2 412	559	115	60	4	
5993	Tobacco stores and stands	-	-	-	-	-	-	
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	1	
5995	Optical goods stores	7	1 881	416	96	32	-	
5999	Miscellaneous retail stores, n.e.c.	10	(D)	(D)	(D)	(D)	8	
	WAUSAU, WI MSA							
	Retail trade	691	638 237	70 212	16 154	8 200	232	
52	**Building materials and garden supplies stores**	54	52 638	5 728	1 248	401	19	
521, 3	Building materials and supply stores	31	41 924	4 430	949	279	8	
525	Hardware stores	13	8 709	1 119	258	105	4	
526	Retail nurseries, lawn and garden supply stores	5	1 034	106	25	11	4	
527	Mobile home dealers	5	971	73	16	6	3	
53	**General merchandise stores**	13	113 274	10 910	2 540	1 215	3	
531	Department stores (incl. leased depts.)[1,2]	7	96 302	(NA)	(NA)	(NA)	-	
531	Department stores (excl. leased depts.)[1]	7	(D)	(D)	(D)	(D)	-	
533	Variety stores	1	(D)	(D)	(D)	(D)	1	
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)	2	
54	**Food stores**	64	120 297	10 666	2 520	1 378	23	
541	Grocery stores	41	(D)	(D)	(D)	(D)	15	
542	Meat and fish (seafood) markets	4	(D)	(D)	(D)	(D)	2	
546	Retail bakeries	11	(D)	(D)	(D)	(D)	4	
543, 4, 5, 9	Other food stores	8	1 882	229	49	41	2	
55 ex. 554	**Automotive dealers**	48	141 961	10 985	2 331	576	13	
551	New and used car dealers	18	122 106	8 705	1 856	431	2	
552	Used car dealers	7	1 656	60	13	11	4	
553	Auto and home supply stores	14	8 322	1 060	235	82	3	
555, 6, 7, 9	Miscellaneous automotive dealers	9	9 877	1 160	227	52	4	
554	**Gasoline service stations**	56	48 010	2 566	634	338	16	
56	**Apparel and accessory stores**	68	24 933	2 858	699	411	10	
561	Men's and boys' clothing stores	9	(D)	(D)	(D)	(D)	2	
562, 3	Women's clothing and specialty stores	32	12 080	1 263	312	216	7	
562	Women's clothing stores	27	10 405	1 091	269	197	4	
563	Women's accessory and specialty stores	5	1 675	172	43	19	3	
565	Family clothing stores	5	2 879	315	70	37	-	
566	Shoe stores	19	6 652	813	210	104	1	
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)	-	

See footnotes at end of table.

Table 8. Summary Statistics for Metropolitan Statistical Areas: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D.]

1987 SIC code	Geographic area and kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	WAUSAU, WI MSA—Con.							
57	**Furniture and homefurnishings stores**	**45**	**28 512**	**3 997**	**991**	**279**	**12**	**–**
5712	Furniture stores	18	15 956	2 460	646	152	5	–
5713, 4, 9	Homefurnishings stores	6	2 853	326	79	22	–	–
572	Household appliance stores	5	652	42	13	9	2	–
573	Radio, television, computer, and music stores	16	9 051	1 169	253	96	5	–
58	**Eating and drinking places**	**217**	**54 819**	**14 651**	**3 444**	**2 815**	**86**	**19**
5812	Eating places	154	49 064	13 533	3 147	2 540	59	11
5813	Drinking places	63	5 755	1 118	297	275	37	8
591	**Drug and proprietary stores**	**17**	**8 719**	**1 028**	**253**	**101**	**4**	**–**
59 ex. 591	**Miscellaneous retail stores**	**109**	**45 074**	**6 823**	**1 494**	**686**	**38**	**6**
592	Liquor stores	9	(D)	(D)	(D)	(D)	4	2
593	Used merchandise stores	3	552	63	16	9	1	–
594	Miscellaneous shopping goods stores	45	14 533	1 940	447	223	14	3
5941	Sporting goods stores and bicycle shops	8	(D)	(D)	(D)	(D)	3	1
5942, 3	Book, stationery stores	4	(D)	(D)	(D)	(D)	–	–
5944	Jewelry stores	7	4 082	636	161	47	1	–
5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	26	6 458	827	190	121	10	2
596	Nonstore retailers	18	15 721	2 766	591	273	4	–
598	Fuel dealers	5	3 698	680	159	38	–	–
5992	Florists	10	1 305	251	56	45	6	–
5993	Tobacco stores and stands	–	–	–	–	–	–	–
5994	News dealers and newsstands	1	(D)	(D)	(D)	(D)	–	–
5995	Optical goods stores	7	2 078	375	101	33	–	1
5999	Miscellaneous retail stores, n.e.c.	11	3 449	544	84	36	7	–

[1]Includes sales from catalog order desks.
[2]Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 9. Summary Statistics for the Area Outside Metropolitan Statistical Areas: 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D.]

1987 SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses: Individual proprietorships (number)	Unincorporated businesses: Partnerships (number)
	Retail trade	**11 753**	**7 685 246**	**843 753**	**190 204**	**101 445**	**5 472**	**826**
52	**Building materials and garden supplies stores**	**811**	**535 268**	**62 663**	**13 919**	**4 787**	**272**	**41**
521, 3	Building materials and supply stores	382	342 194	38 362	8 596	2 440	80	22
521	Lumber and other building materials dealers	330	329 341	36 427	8 150	2 278	57	18
523	Paint, glass, and wallpaper stores	52	12 853	1 935	446	162	23	4
525	Hardware stores	312	132 722	18 106	4 187	1 896	133	18
526	Retail nurseries, lawn and garden supply stores	86	23 583	2 908	619	278	54	1
527	Mobile home dealers	31	36 769	3 287	517	173	5	–
53	**General merchandise stores**	**349**	**(D)**	**(D)**	**(D)**	**(D)**	**102**	**18**
531	Department stores (incl. leased depts.)[1,2]	51	451 753	(NA)	(NA)	(NA)	–	–
531	Department stores (excl. leased depts.)[1]	51	418 825	41 334	9 375	5 211	–	–
531 pt.	Conventional[1]	8	(D)	(D)	(D)	(D)	–	–
531 pt.	Discount or mass merchandising[1]	37	355 152	34 021	7 788	4 383	–	–
531 pt.	National chain[1]	6	(D)	(D)	(D)	(D)	–	–
533	Variety stores	125	(D)	(D)	(D)	(D)	40	4
539	Miscellaneous general merchandise stores	173	245 339	21 088	5 062	2 256	62	14
54	**Food stores**	**1 194**	**1 667 058**	**152 659**	**34 940**	**18 506**	**538**	**80**
541	Grocery stores	873	(D)	(D)	(D)	(D)	349	47
542	Meat and fish (seafood) markets	77	25 316	3 650	870	430	45	10
546	Retail bakeries	139	(D)	(D)	(D)	(D)	92	14
546 pt.	Retail bakeries—baking and selling	133	17 817	5 049	1 159	904	90	14
546 pt.	Retail bakeries—selling only	6	(D)	(D)	(D)	(D)	2	–
543, 4, 5, 9	Other food stores	105	14 569	2 102	426	347	52	9
543	Fruit and vegetable markets	5	591	54	–	–	3	1
544	Candy, nut, and confectionery stores	33	3 619	757	144	104	20	2
545	Dairy products stores	42	7 607	964	199	156	17	4
549	Miscellaneous food stores	25	2 752	327	83	87	12	2

See footnotes at end of table.

Table 9. Summary Statistics for the Area Outside Metropolitan Statistical Areas: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D.]

1987 SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
55 ex. 554	**Automotive dealers**	**830**	**1 512 929**	**117 694**	**26 305**	**7 185**	**217**	**28**
551	New and used car dealers	382	1 269 219	92 685	20 965	5 295	38	3
552	Used car dealers	111	56 740	4 136	933	358	54	7
553	Auto and home supply stores	184	90 717	12 604	2 799	927	62	7
553 pt.	Tire, battery, and accessory dealers	170	73 513	11 384	2 531	813	56	6
553 pt.	Other auto and home supply stores	14	17 204	1 220	268	114	6	1
555, 6, 7, 9	Miscellaneous automotive dealers	153	96 253	8 269	1 608	605	63	11
555	Boat dealers	74	54 934	4 909	905	307	28	5
556	Recreational vehicle dealers	26	16 996	1 093	217	93	11	1
557	Motorcycle dealers	44	21 214	1 926	427	180	19	5
559	Automotive dealers, n.e.c.	9	3 109	341	59	25	5	-
554	**Gasoline service stations**	**1 105**	**750 200**	**47 086**	**11 141**	**5 963**	**523**	**44**
56	**Apparel and accessory stores**	**751**	**216 657**	**26 586**	**6 621**	**3 701**	**281**	**54**
561	Men's and boys' clothing stores	83	18 550	2 845	677	356	35	4
562, 3	Women's clothing and specialty stores	287	68 456	8 723	2 204	1 427	111	28
562	Women's clothing stores	263	63 329	7 580	1 746	1 312	101	25
563	Women's accessory and specialty stores	24	5 127	1 143	458	115	10	3
565	Family clothing stores	139	85 002	9 318	2 377	1 072	36	8
566	Shoe stores	180	38 325	4 926	1 193	685	63	5
566 pt.	Men's shoe stores	3	(D)	(D)	(D)	(D)	2	-
566 pt.	Women's shoe stores	17	2 096	298	72	41	10	1
566 pt.	Children's and juveniles' shoe stores	2	(D)	(D)	(D)	(D)	2	-
566 pt.	Family shoe stores	158	36 025	4 604	1 115	638	49	4
564, 9	Other apparel and accessory stores	62	6 324	774	170	161	36	9
564	Children's and infants' wear stores	28	3 043	282	67	81	17	6
569	Miscellaneous apparel and accessory stores	34	3 281	492	103	80	19	3
57	**Furniture and homefurnishings stores**	**574**	**212 203**	**28 622**	**6 608**	**2 333**	**248**	**28**
5712	Furniture stores	179	96 563	12 981	2 948	908	62	9
5713, 4, 9	Homefurnishings stores	123	32 757	4 553	979	411	58	6
5713	Floor covering stores	79	25 667	3 447	747	276	36	4
5714	Drapery and upholstery stores	10	1 314	245	57	40	6	1
5719	Miscellaneous homefurnishings stores	34	5 776	861	175	95	16	1
572	Household appliance stores	115	41 083	5 694	1 394	450	50	7
573	Radio, television, computer, and music stores	157	41 800	5 394	1 287	564	78	6
5731	Radio, television, and electronics stores	118	33 210	4 328	1 008	409	68	2
5734	Computer and software stores	7	1 426	239	57	26	3	-
5735	Record and prerecorded tape stores	17	3 463	356	89	58	3	2
5736	Musical instrument stores	15	3 701	481	133	71	4	2
58	**Eating and drinking places**	**4 062**	**814 652**	**196 714**	**42 230**	**38 474**	**2 301**	**384**
5812	Eating places	2 611	682 117	175 189	37 165	33 759	1 346	262
5812 pt.	Restaurants and lunchrooms	1 728	426 836	117 220	24 678	21 848	936	166
5812 pt.	Cafeterias	31	1 744	468	109	105	18	5
5812 pt.	Refreshment places	705	228 687	51 066	11 065	10 288	311	76
5812 pt.	Other eating places	147	24 850	6 435	1 313	1 518	79	13
5813	Drinking places	1 451	132 535	21 525	5 065	4 715	955	122
591	**Drug and proprietary stores**	**335**	**204 240**	**28 938**	**7 020**	**2 923**	**83**	**15**
591 pt.	Drug stores	324	202 142	28 636	6 948	2 883	80	13
591 pt.	Proprietary stores	11	2 098	302	72	40	3	2
59 ex. 591	**Miscellaneous retail stores**	**1 742**	**(D)**	**(D)**	**(D)**	**(D)**	**907**	**134**
592	Liquor stores	210	70 141	4 536	1 065	704	104	18
593	Used merchandise stores	69	10 348	1 408	300	196	34	8
594	Miscellaneous shopping goods stores	799	134 955	17 735	3 780	2 395	449	73
5941	Sporting goods stores and bicycle shops	179	40 106	4 308	869	481	117	7
5941 pt.	General line sporting goods stores	95	25 229	2 740	558	306	57	4
5941 pt.	Specialty line sporting goods stores	84	14 877	1 568	311	175	60	3
5942	Book stores	40	7 260	845	200	152	10	5
5943	Stationery stores	16	4 436	569	141	57	9	-
5944	Jewelry stores	141	27 761	4 533	1 046	501	69	6
5945	Hobby, toy, and game shops	49	4 919	618	135	113	31	7
5946	Camera and photographic supply stores	27	5 711	821	197	85	15	1
5947	Gift, novelty, and souvenir shops	276	32 344	4 233	795	677	158	35
5948	Luggage and leather goods stores	4	452	72	20	11	2	-
5949	Sewing, needlework, and piece goods stores	67	11 966	1 736	377	318	38	10
596	Nonstore retailers	169	664 931	64 062	14 008	3 565	95	4
5961	Catalog and mail-order houses	83	614 389	54 726	11 848	2 830	53	1
5962	Merchandising machine operators	30	17 884	2 984	701	220	14	1
5963	Direct selling establishments	56	32 658	6 352	1 459	515	28	2
598	Fuel dealers	183	128 594	16 182	4 055	1 035	36	7
5983	Fuel oil dealers	57	(D)	(D)	(D)	(D)	24	3
5984	Liquefied petroleum gas (bottled gas) dealers	120	82 290	13 291	3 343	778	10	-
5989	Fuel dealers, n.e.c.	6	(D)	(D)	(D)	(D)	2	4
5992	Florists	156	21 998	4 409	930	668	117	13
5993	Tobacco stores and stands	2	(D)	(D)	(D)	(D)	1	-
5994	News dealers and newsstands	6	813	77	16	16	2	-

See footnotes at end of table.

Table 9. Summary Statistics for the Area Outside Metropolitan Statistical Areas: 1987—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A. For definitions of CMSA's, MSA's, and PMSA's, see appendix D.]

1987 SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)	Unincorporated businesses	
							Individual proprietorships (number)	Partnerships (number)
59 ex. 5961	**Miscellaneous retail stores**—Con.							
5995	Optical goods stores	43	6 203	1 490	336	111	8	3
5999	Miscellaneous retail stores, n.e.c.	105	(D)	(D)	(D)	(D)	61	8
5999 pt.	Pet shops	16	1 537	259	67	57	13	2
5999 pt.	Typewriter stores	–	–	–	–	–	–	–
5999 pt.	Other miscellaneous retail stores, n.e.c.	89	(D)	(D)	(D)	(D)	48	6

[1]Includes sales from catalog order desks.
[2]Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 10. Places With 2,500 Inhabitants or More Ranked by Volume of Sales: 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Geographic area	Rank[1]	Sales ($1,000)	Cumulative	
			Sales ($1,000)	Percent of State total
Wisconsin	(X)	27 802 534	27 802 534	100.0
Milwaukee ▲	1	2 987 441	2 987 441	10.7
Madison	2	1 595 905	4 583 346	16.5
Green Bay	3	801 967	5 385 313	19.4
Wauwatosa	4	650 066	6 035 379	21.7
Waukesha	5	635 519	6 670 898	24.0
West Allis	6	612 875	7 283 773	26.2
Racine	7	570 426	7 854 199	28.2
Brookfield	8	562 012	8 416 211	30.3
La Crosse	9	546 215	8 962 426	32.2
Eau Claire ▲	10	514 943	9 477 369	34.1
Janesville	11	451 398	9 928 767	35.7
Oshkosh	12	441 682	10 370 449	37.3
Appleton ▲	13	412 462	10 782 911	38.8
Kenosha	14	411 150	11 194 061	40.3
Greenfield	15	404 311	11 598 372	41.7
Wausau	16	382 192	11 980 564	43.1
Fond du Lac	17	357 026	12 337 590	44.4
Sheboygan	18	332 658	12 670 248	45.6
Marshfield ▲	19	307 518	12 977 766	46.7
Beloit	20	289 684	13 267 450	47.7
Menomonee Falls	21	274 282	13 541 732	48.7
Stevens Point	22	265 090	13 806 822	49.7
Monroe	23	250 486	14 057 308	50.6
Ashwaubenon	24	249 856	14 307 164	51.5
West Bend	25	237 094	14 544 258	52.3
Wisconsin Rapids	26	233 104	14 777 362	53.2
Greendale	27	230 386	15 007 748	54.0
Glendale	28	222 389	15 230 137	54.8
Manitowoc	29	220 346	15 450 483	55.6
Superior	30	211 569	15 662 052	56.3
Sun Prairie	31	177 776	15 839 828	57.0
Chippewa Falls	32	163 897	16 003 725	57.6
Oconomowoc	33	160 762	16 164 487	58.1
Fitchburg ▲	34	160 335	16 324 822	58.7
Neenah	35	152 613	16 477 435	59.3
Beaver Dam	36	149 753	16 627 188	59.8
Oak Creek	37	143 516	16 770 704	60.3
Burlington ▲	38	142 808	16 913 512	60.8
Watertown ▲	39	135 371	17 048 883	61.3
Hales Corners	40	132 388	17 181 271	61.8
Rhinelander	41	122 053	17 303 324	62.2
Lake Geneva	42	120 325	17 423 649	62.7
Marinette	43	107 088	17 530 737	63.1
Sturgeon Bay	44	105 518	17 636 255	63.4
Menomonie	45	105 319	17 741 574	63.8
Cedarburg	46	105 251	17 846 825	64.2
Rice Lake	47	104 908	17 951 733	64.6
Cudahy	48	104 340	18 056 073	64.9
Portage	49	102 052	18 158 125	65.3
Baraboo	50	100 550	18 258 675	65.7
Hudson	51	100 331	18 359 006	66.0
New Berlin	52	99 443	18 458 449	66.4
Antigo	53	97 572	18 556 021	66.7
Shawano	54	97 123	18 653 144	67.1
Monona	55	94 199	18 747 343	67.4
Middleton	56	87 018	18 834 361	67.7
Fort Atkinson	57	86 010	18 920 371	68.1
Menasha ▲	58	81 773	19 002 144	68.3
Tomah	59	79 300	19 081 444	68.6
De Pere	60	79 071	19 160 515	68.9
Ashland	61	79 064	19 239 579	69.2
Plymouth	62	77 696	19 317 275	69.5
Howard	63	74 483	19 391 758	69.7
Platteville	64	72 239	19 463 997	70.0
Waupaca	65	71 388	19 535 385	70.3
Merrill	66	69 669	19 605 054	70.5
Richland Center	67	69 167	19 674 221	70.8
Grafton	68	68 316	19 742 537	71.0
Brown Deer	69	66 467	19 809 004	71.2
Prairie du Chien	70	66 153	19 875 157	71.5
Whitewater ▲	71	65 155	19 940 312	71.7
Kaukauna	72	62 737	20 003 049	71.9
Mequon	73	61 754	20 064 803	72.2
Franklin	74	61 087	20 125 890	72.4
Stoughton	75	60 927	20 186 817	72.6
Port Washington	76	60 811	20 247 628	72.8
River Falls ▲	77	60 044	20 307 672	73.0
Hartford	78	60 031	20 367 703	73.3
Onalaska	79	59 988	20 427 691	73.5
Reedsburg	80	59 985	20 487 676	73.7
Shorewood	81	59 656	20 547 332	73.9
New Richmond	82	59 458	20 606 790	74.1
Sparta	83	59 178	20 665 968	74.3
Delavan	84	59 021	20 724 989	74.5
Two Rivers	85	58 955	20 783 944	74.8
Clintonville	86	58 055	20 841 999	75.0
Elkhorn	87	56 349	20 898 348	75.2
Ripon	88	49 774	20 948 122	75.3
Black River Falls	89	49 296	20 997 418	75.5
Viroqua	90	49 285	21 046 703	75.7
Little Chute	91	49 223	21 095 926	75.9
Medford	92	48 253	21 144 179	76.1
Muskego	93	46 894	21 191 073	76.2
South Milwaukee	94	46 604	21 237 677	76.4
Elm Grove	95	46 643	21 284 520	76.6
Mauston	96	46 528	21 331 048	76.7
Mukwonago	97	46 425	21 377 473	76.9
Whitefish Bay	98	44 390	21 421 863	77.1
Sturtevant	99	43 386	21 465 249	77.2
Berlin ▲	100	43 182	21 508 431	77.4
Thiensville	101	41 713	21 550 144	77.5
Waupun ▲	102	41 518	21 591 662	77.7
Pewaukee	103	40 934	21 632 596	77.8
Wisconsin Dells ▲	104	40 781	21 673 377	78.0
Tomahawk	105	40 075	21 713 452	78.1
Chilton	106	39 589	21 753 041	78.2
Sauk City	107	39 158	21 792 199	78.4
Kimberly	108	39 091	21 831 290	78.5
Germantown	109	37 883	21 869 173	78.7
Sheboygan Falls	110	37 222	21 906 395	78.8

See footnotes at end of table.

Table 10. **Places With 2,500 Inhabitants or More Ranked by Volume of Sales: 1987**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Geographic area	Rank[1]	Sales ($1,000)	Cumulative Sales ($1,000)	Cumulative Percent of State total
Wisconsin—Con.				
New London ▲	111	36 894	21 943 289	78.9
Lancaster	112	36 685	21 979 974	79.1
Bloomer	113	35 837	22 015 811	79.2
Jefferson	114	35 356	22 051 167	79.3
Ladysmith	115	34 224	22 085 391	79.4
Hartland	116	34 223	22 119 614	79.6
Union Grove	117	32 515	22 152 129	79.7
Verona	118	31 781	22 183 910	79.8
Edgerton	119	31 494	22 215 404	79.9
Boscobel	120	29 345	22 244 749	80.0
Twin Lakes	121	27 919	22 272 668	80.1
Columbus ▲	122	27 918	22 300 586	80.2
Rothschild	123	27 899	22 328 485	80.3
Barron	124	27 218	22 355 703	80.4
Oconto	125	26 502	22 382 205	80.5
Nellsville	126	26 396	22 408 601	80.6
Algoma	127	25 949	22 434 550	80.7
Mosinee	128	25 935	22 460 495	80.8
De Forest	129	25 881	22 486 368	80.9
Mayville	130	25 878	22 512 244	81.0
Fox Point	131	25 658	22 537 902	81.1
Oconto Falls	132	25 160	22 563 062	81.2
Park Falls	133	24 434	22 587 496	81.2
Waunakee	134	24 351	22 611 847	81.3
Seymour	135	22 974	22 634 821	81.4
Wisconsin—Con.				
Sussex	136	22 951	22 657 772	81
Brillion	137	22 323	22 680 095	81
Plover	138	22 258	22 702 353	81
St. Francis	139	21 168	22 723 521	81
Delafield	140	21 141	22 744 662	81
McFarland	141	19 421	22 764 083	81
Kiel ▲	142	19 242	22 783 325	81
Mount Horeb	143	18 717	22 802 042	82
Kewaunee	144	17 289	22 819 331	82
Lake Mills	145	17 289	22 836 620	82
Bayside ▲	146	17 184	22 853 804	82
Evansville	147	17 096	22 870 900	82
Brodhead	148	15 717	22 886 617	82
Oregon	149	15 018	22 901 635	82
West Salem	150	14 287	22 915 922	82
Mondovi	151	14 283	22 930 205	82
Peshtigo	152	14 083	22 944 288	82
Milton	153	13 338	22 957 626	82
New Holstein	154	13 258	22 970 884	82
Prescott	155	12 770	22 983 654	82
Saukville	156	11 873	22 995 527	82
Horicon	157	11 384	23 006 911	82
Nekoosa	158	10 428	23 017 339	82
Omro	159	8 192	23 025 531	82
Combined Locks	160	5 889	23 031 420	82
Altoona	161	4 321	23 035 741	82
North Fond du Lac	162	4 187	23 039 928	82
Dodgeville	(X)	(D)	(X)	(X)
West Milwaukee	(X)	(D)	(X)	(X)

[1]Places with suppressed sales (if applicable) are listed at end of table rather than by rank to avoid disclosing data for individual companies.

Table 11. **Counties Ranked by Volume of Sales: 1987**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Geographic area	Rank[1]	Sales ($1,000)	Cumulative Sales ($1,000)	Cumulative Percent of State total
Wisconsin	(X)	**27 802 534**	**27 802 534**	**100.0**
Milwaukee	1	5 839 616	5 839 616	21.0
Dane	2	2 531 159	8 370 775	30.1
Waukesha	3	2 118 368	10 489 143	37.7
Brown	4	1 327 182	11 816 325	42.5
Racine	5	1 041 456	12 857 781	46.2
Outagamie	6	915 802	13 773 583	49.5
Winnebago	7	859 884	14 633 467	52.6
Rock	8	850 789	15 484 256	55.7
La Crosse	9	670 488	16 154 744	58.1
Marathon	10	638 237	16 792 981	60.4
Wood	11	580 461	17 373 442	62.5
Kenosha	12	572 066	17 945 508	64.5
Sheboygan	13	530 362	18 475 870	66.5
Eau Claire	14	524 895	19 000 765	68.3
Fond du Lac	15	480 952	19 481 717	70.1
Washington	16	422 367	19 904 084	71.6
Walworth	17	389 330	20 293 414	73.0
Iowa	18	381 059	20 674 473	74.4
Ozaukee	19	371 054	21 045 527	75.7
Manitowoc	20	331 607	21 377 134	76.9
Portage	21	327 560	21 704 694	78.1
Chippewa	22	314 650	22 019 344	79.2
Green	23	301 389	22 320 733	80.3
Jefferson	24	299 532	22 620 265	81.4
Dodge	25	278 899	22 899 164	82.4
Sauk	26	267 384	23 166 548	83.3
Columbia	27	240 571	23 407 119	84.2
Douglas	28	234 028	23 641 147	85.0
St. Croix	29	230 995	23 872 142	85.9
Oneida	30	215 106	24 087 248	86.6
Barron	31	208 760	24 296 008	87.4
Waupaca	32	202 834	24 498 842	88.1
Grant	33	201 278	24 700 120	88.8
Marinette	34	186 386	24 886 506	89.5
Monroe	35	167 037	25 053 543	90.1
Wisconsin—Con.				
Door	36	158 922	25 212 465	90
Polk	37	136 869	25 349 334	91
Shawano	38	135 297	25 484 631	91
Dunn	39	129 023	25 613 654	92
Calumet	40	123 890	25 737 544	92
Pierce	41	123 243	25 860 787	93
Lincoln	42	116 811	25 977 598	93
Vilas	43	113 577	26 091 175	93
Trempealeau	44	107 907	26 199 082	94
Langlade	45	105 129	26 304 211	94
Washburn	46	95 000	26 399 211	95
Ashland	47	94 120	26 493 331	95
Oconto	48	89 183	26 582 514	95
Juneau	49	86 539	26 669 053	95
Clark	50	84 874	26 753 927	96
Crawford	51	80 624	26 834 551	96
Sawyer	52	76 756	26 911 307	96
Vernon	53	76 269	26 987 576	97
Green Lake	54	76 021	27 063 597	97
Richland	55	74 250	27 137 847	97
Jackson	56	70 831	27 208 678	97
Waushara	57	64 541	27 273 219	98
Kewaunee	58	62 352	27 335 571	98
Taylor	59	56 980	27 392 551	98
Price	60	56 761	27 449 312	98
Burnett	61	49 635	27 498 947	98
Rusk	62	45 224	27 544 171	99
Lafayette	63	38 178	27 582 349	99
Bayfield	64	35 960	27 618 209	99
Iron	65	33 134	27 651 343	99
Buffalo	66	32 613	27 683 956	99
Pepin	67	30 432	27 714 388	99
Marquette	68	29 572	27 743 960	99
Adams	69	25 479	27 769 439	99
Forest	70	19 920	27 789 359	100
Florence	71	9 647	27 799 206	100
Menominee	72	3 328	27 802 534	100

[1]Counties with suppressed sales (if applicable) are listed at end of table rather than by rank to avoid disclosing data for individual companies.

APPENDIX A.
General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1987 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:
   a. All nonemployers, i.e., all firms with no paid employment during 1987. Sales information for them was obtained from administrative records of other Federal agencies. Although consisting of a large number of firms, nonemployers account for less than 3 percent of total retail sales. Data on nonemployers are provided in subsequent 1987 Census of Retail Trade reports, Nonemployer Statistics, RC87-N, and Selected Statistics, RC87-SP-1.

      The census included only those retail nonemployer firms which reported a sales volume of $1,000 or more during 1987 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of $1,000 or more.

   b. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. (The term "employers" refers to all business firms with paid employees at any time during 1987 as shown in the active administrative records of other Federal agencies.) Although the payroll cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

      Data on sales, payroll, and employment for employer firms below the cutoff were derived or estimated from the administrative records of other Federal agencies, except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:
   a. Large employers, i.e., all employer firms above the payroll size cutoff establishment to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1986 Report of Company Organization was used as a coverage check in the census. In the census mailing package containing the appropriate 1987 questionnaires, firms were sent a form to use in updating the list of establishments with those opened since 1986.
   b. The 10-percent sample of small employers referred to in section 1b above which were sent the census mailing packages containing the appropriate 1987 questionnaires.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.[1] However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universe as follows:

1. The nonmail universe.
   a. All nonemployers were classified inside or outside of retail trade on the basis of information obtained from other Federal agencies.
   b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1982 census. Otherwise, the classification was obtained from the administrative records of other Federal agencies.

      If the census or administrative record classifications proved inadequate (none corresponded to a census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1987 census kind-of-business code.
2. Establishments in the mail universe were classified on the basis of their self designation and answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF THE 1982 AND 1987 CENSUSES

The 1982 and 1987 censuses were conducted under similar conditions and procedures except for the following:

[1]Standard Industrial Classification Manual: 1987. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Stock No. 041-001-00314-2.

Classifications—In 1982, classifications were based on the 1972 Standard Industrial Classification (SIC) Manual and its 1977 Supplement. For 1987, classifications are based on the 1987 SIC Manual. There are major revisions to the SIC structure for 1987 which limit the comparability of data between the 1982 and 1987 censuses. The kinds of business involving the most significant changes for retail trade are within SIC major groups 53 and 57. These changes are described in detail in the "Kind-of-Business Classifications" section below and in appendix H.

It was not possible to retabulate 1982 data based on the revised 1987 classifications for comparative purposes since, in many cases, the necessary information was not available for assigning the new 1987 classifications to the 1982 records. However, 1987 census records were assigned both a 1987 and 1982 census classification. Census data for 1987 are presented based on the 1987 classifications for all geographic areas included in this publication (see "Geographic Areas Covered" in the Introduction). In addition, data for the United States and each State are presented for both 1987 and 1982 based on the 1972 classifications in table 3 of this publication.[2]

Geographic areas—The boundaries of a number of areas for which data are shown in the 1987 census are not the same as in the 1982 census because of annexations; other boundary changes; and redefinitions of previously defined standard metropolitan statistical areas (SMSA's) and standard consolidated statistical areas (SCSA's) into metropolitan statistical areas (MSA's), primary metropolitan statistical areas (PMSA's), and consolidated metropolitan statistical areas (CMSA's).[3]

Nonemployer firms—In 1982, data for nonemployers and the combined data for all establishments were presented only at the retail total level for all geographic areas except the United States, for which these data were published by kind of business. For 1987, data presented in this publication do not include nonemployer establishments. Consequently, data in this report are included only for establishments with payroll. Data for nonemployers by kind of business for the United States are presented in the 1987 Census of Retail Trade report, Selected Statistics, RC87-SP-1 and for States, metropolitan statistical areas, counties, and places with 2,500 inhabitants or more in the Retail Trade reports of the Nonemployer Statistics Series, RC87-N-1 to -4. See appendix A of the Nonemployer Statistics Series reports for a description of improvements in data collection and processing of nonemployer records for the 1987 Economic Censuses.

Establishments—In 1982 and prior censuses, the count of establishments (defined below) represented the number in business at the end of the year. For 1987, the count of establishments in this publication represents those in business at any time during 1987.

A comparison of the number of establishments in business at the end of the year versus the number active any time during the year for the State as a whole is presented in appendix G.[2]

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and will be provided in the retail trade report, Miscellaneous Subjects (RC87-S-4). Each retail establishment was tabulated according to the physical location at which the business was conducted.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the "shoe store" classification.

Firms—A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic censuses, the terms "firm" and "company" are synonymous.

[2]To improve comparability between 1982 and 1987 statistics, 1982 data were slightly adjusted to reflect organizational changes affecting some industries. Accordingly, statistics presented for 1982 vary slightly from those previously published.

[3]Newly defined metropolitan statistical areas (MSA's) and also certain terminology changes were announced by the Office of Management and Budget (OMB) effective June 30, 1983. The previous term "standard metropolitan statistical area" was shortened to metropolitan statistical area. If an area has more than 1 million population and meets certain other specified requirements, it now is termed a "consolidated metropolitan statistical area" (CMSA) and consists of major components recognized as "primary metropolitan statistical areas" (PMSA's). Many of these PMSA's were formerly recognized as SMSA's and the majority were also included in standard consolidated statistical areas defined by OMB beginning in 1975, each of which consisted of two or more closely associated SMSA's. Metropolitan areas not included in CMSA's are designated simply as metropolitan statistical areas (MSA's).

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; sales and receipts of departments or concessions operated by other firms; commissions or receipts from the sale of government lottery tickets; installment payments from leasing of vehicles, equipment, instruments, tools, etc. marketed under capital, finance, or full payout leases; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Annual payroll—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick-leave pay, and the value of payments in kind (e.g., free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on form 941.

First quarter payroll—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1987.

Paid employees for pay period including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Legal form of organization—The legal form of organization for firms in the mail universe was based on the response to the organizational status inquiry on the various census forms. The legal form of organization of nonmail firms was generally based on information available from the administrative records of other Federal agencies.

This report presents data by the following legal forms of organization:

1. Corporations (including corporate cooperatives).
2. Individual proprietorships.
3. Partnerships.
4. Other types.

Auxiliary establishments—Each company included in this census was asked to identify and report separately those auxiliary locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data presented in this report do not include auxiliary establishments. Data for auxiliaries which primarily service retail establishments are presented in a subsequent report issued as part of the 1987 Enterprise Statistics reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1987 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions to this general rule are lumber yards; paint, glass, and wallpaper stores; typewriter stores; stationery stores; and gasoline service stations, which sell to both the general public for personal and household consumption and to businesses. These types of stores are included in retail trade even if a higher proportion of their sales is made to other than individuals for personal or household consumption. However, such establishments that sell their products only to institutional or industrial users and to other wholesalers and establishments that sell similar merchandise for use exclusively by business establishments are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications according to the industry classifications defined in the 1987 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within a SIC.

In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food stores classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products. (Information on the extent to which various broad groups of commodities, or merchandise lines, are sold by different kinds of business is available in the 1987 Census of Retail Trade report, Merchandise Line Sales, RC87-S-3.)

Building Materials and Garden Supplies Stores (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as retail in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and other building materials dealers (SIC 521)—Establishments primarily engaged in selling lumber, or lumber and a general line of building materials, to the general public. While these establishments may also sell to contractors, they are known as retail in the trade, even if sales to contractors account for a higher proportion of the sales. The lumber they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments not selling to the general public or known in the trade as wholesale are classified in SIC 503.

Paint, glass, and wallpaper stores (SIC 523)—Establishments primarily engaged in selling paint, glass, and wallpaper, or any combination of these lines, to the general public. While these establishments may also sell to contractors, they are known as retail in the trade, even if sales to contractors account for a higher proportion of the sales. Establishments which do not sell to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail nurseries, lawn and garden supply stores (SIC 526)—Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves. Establishments primarily engaged in growing trees, shrubs, other plants, seeds, and bulbs are classified in SIC major group 01, and those growing Christmas trees are classified in SIC major group 08.

Mobile home dealers (SIC 527)—Establishments primarily engaged in the retail sales of new and used mobile homes, parts and equipment. Establishments primarily selling travel trailers and campers are classified in SIC 5561.

General Merchandise Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and homefurnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, and general stores. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596. Establishments having 25 to 49 employees and selling merchandise lines covered in the definition for department stores, previously classified in SIC 531 in prior censuses, are classified in SIC 539 in the 1987 Census.

Department stores (SIC 531)—Retail stores normally having 50 employees or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the three following groups of merchandise:

1. Furniture, homefurnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

The employment and lines of merchandise sold in leased departments are both taken into account when classifying a department store.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are $1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Due to the relatively high level of leased department activity in department stores, department store sales have been separately presented for the following classifications:

Department stores (incl. leased depts.)

Department stores (excl. leased depts.)

For States and for areas with 10,000 retail establishments or more, the following subcategories of department stores (excl. leased depts.) also are presented:

Conventional department stores (SIC 531 pt.)—Establishments which satisfy the criteria of a department store (see above) and:

1. Usually provide check-out service and customer assistance (sales persons) within each department.
2. May have a catalog order service.
3. Are not affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are primarily nationally advertised brands.
2. Appliances which are serviced by another company.
3. Limited lines of merchandise through seasonal or special catalogs.

Discount or mass merchandising department stores (SIC 531 pt.)—Establishments which satisfy the criteria of a department store (see above) and usually:

1. Convey the image of a high-volume, fast turnover outlet selling a variety of merchandise for less than conventional prices.
2. Provide centralized check-out service.
3. Do not provide customer assistance within store departments. Merchandise is normally sold through self-service with minimal assistance provided in any department.
4. Do not have a catalog order service.

These stores often sell:

1. Soft goods which are usually their own corporate brands or are unbranded.
2. Hard goods which are primarily nationally advertised brands.
3. Appliances which are serviced by another company.

National chain department stores (SIC 531 pt.)—Establishments which satisfy the criteria of a department store (see above) and:

1. Usually provide check-out service and customer assistance (sales persons) within each department.
2. Usually have a catalog order service.
3. Are affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are their own corporate brands or are unbranded.
2. Appliances which are serviced by their own company.

Variety stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis, with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or homefurnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 50 employees, and stores usually known as country or general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and homefurnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales. Establishments primarily engaged in the retail sales of their merchandise by catalog, mail, or television order are classified in SIC 5961.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers, and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets and convenience food stores are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and fish (seafood) markets (SIC 542)—Establishments primarily engaged in the retail sale of fresh, frozen or cured meats, fish, shellfish, and other seafoods. They may also sell poultry, dairy products, eggs, and other commodities. Meat markets may butcher animals on their own account, or they may buy from others. This industry includes freezer and locker meat provisioners. Food locker plants primarily engaged in renting locker space for the storage of food products for individual households are classified in industry 4222. Establishments primarily engaged in the retail sale of food via frozen food plans delivered to households or individuals are classified in SIC 5963.

Fruit and vegetable markets (SIC 543)—Establishments primarily selling fresh fruits and fresh vegetables. They frequently also carry a limited line of grocery items. They are frequently found in public or municipal markets, or roadside stands. However, roadside stands of farmers selling only their own produce are classified in SIC major group 01.

Candy, nut, and confectionery stores (SIC 544)—Establishments primarily selling candy, nuts, and other confections.

Dairy products stores (SIC 545)—Establishments primarily engaged in the retail sale of packaged dairy products such as milk, cream, butter, cheese, and related products to over-the-counter customers. Ice cream and frozen custard stands are classified in SIC 5812 and establishments selling ice cream and similar products from trucks or wagons are classified in SIC 5963. Establishments primarily engaged in processing and distributing milk and cream are classified in SIC 2026.

Retail bakeries (SIC 546)—Establishments primarily engaged in the retail sale of bakery products. The products may be purchased from others or made on the premises. Establishments manufacturing bakery products for the trade are classified in SIC 2051 and those purchasing bakery products and selling them house to house are classified in SIC 5963.

Miscellaneous food stores (SIC 549)—Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs, poultry, health foods, vitamin foods, spices, herbs, coffee, and tea. Th poultry stores may sell live poultry, slaughter and clea poultry for their own account and sell dressed fowls, or se fowls cleaned and dressed by others.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. Automobile repair shops maintained by establishments engaged in the sale of new automobiles also are included.

Utility trailer dealers, previously classified in SIC 556 in prior censuses, are classified in SIC 559 in the 1987 census.

New car dealers (SIC 551)—Establishments primarily engaged in the sale of new automobiles or new and used automobiles. These establishments have a franchise for the sale of new domestic and/or new imported automobiles. They frequently maintain repair departments and carry stocks of replacement parts, tires, batteries, and automotive accessories. These establishments also frequently sell pickups and vans at retail.

Used car dealers (SIC 552)—Establishments primarily selling used cars and not holding a franchise for the sale of new passenger cars. These establishments also frequently sell used pickups and vans at retail.

Tire, battery, and accessory dealers (SIC 553 pt.)—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and other automotive parts and accessories.

Other auto and home supply stores (SIC 553 pt.)—Establishments engaged in selling a combination of lines of merchandise including tires, batteries and accessories, household appliances, radios and television sets, sporting and recreational goods, toys, housewares, and hardware, no one of which accounts for over 49 percent of total sales.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. These establishments frequently sell other merchandise such as tires, batteries, accessories, and other automobile parts or perform minor repair work. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included. Gasoline stations combined with other activities, such as grocery stores, convenience stores, or car washes are classified based on primary activities as determined by sales.

Boat dealers (SIC 555)—Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational vehicle dealers [n.e.c.] (SIC 556)—Establishments primarily engaged in the retail sale of new and used motor homes, recreational trailers, and campers (pickup coaches), including parts and accessories. Establishments primarily engaged in the retail sale of mobile homes are classified in SIC 527, and those primarily selling utility trailers are classified in SIC 559.

Motorcycle dealers (SIC 557)—Establishments primarily engaged in the retail sale of new and used motorcycles, including motor scooters, mopeds, all-terrain vehicles, and parts and accessories.

Automotive dealers, n.e.c. (SIC 559)—Establishments primarily engaged in the retail sale of new and used automotive vehicles, utility trailers, and automotive equipment and supplies, not elsewhere classified, such as snowmobiles, dunebuggies, and gocarts. Also included are establishments primarily engaged in the retail sale of aircraft.

Apparel and Accessory Stores (SIC Major Group 56)

This major group includes retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department stores (SIC 531) or Miscellaneous general merchandise stores (SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

1972 SIC 568, "Furriers and fur shops", has been eliminated. Establishments previously classified in SIC 568 in prior censuses are classified in SIC 563 in the 1987 census.

Men's and boys' clothing stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and accessories. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's clothing stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories. Custom tailors primarily engaged in making women's clothing to individual order are classified in SIC 569.

Women's accessory and specialty stores (SIC 563)—Establishments primarily engaged in selling women's accessories and specialties, such as millinery, hats, foundation garments, lingerie, hosiery, costume jewelry, gloves, handbags, and fur, including custom made. Establishments primarily engaged in fur repair and storage and which also may sell a minor amount of fur apparel are classified in SIC 7219.

Children's and infants' wear stores (SIC 564)—Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. They may specialize in either children's or infants' wear or sell a combination of children's and infants' wear.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Men's shoe stores (SIC 566 pt.)—Establishments primarily selling men's and boys' shoes and other footwear. Establishments selling women's and girls' and/or children's and infants' footwear are included in this classification if sales of men's and boys' footwear are more than three times the combined sales of women's, girls', children's, and infants' footwear.

Women's shoe stores (SIC 566 pt.)—Establishments primarily selling women's and girls' shoes and other footwear. Establishments selling men's and boys' and/or children's and infants' footwear are included in this classification if sales of women's and girls' footwear are more than three times the combined sales of men's, boys', children's, and infants' footwear.

Children's and juveniles' shoe stores (SIC 566 pt.)—Establishments primarily selling children's and infants' shoes and other footwear. Establishments selling men's, boys', and/or women's and girls' footwear are included in this classification if sales of children's and infants' footwear are more than three times the combined sales of men's, boys', women's, and girls' footwear.

Family shoe stores (SIC 566 pt.)—Establishments primarily selling both men's and women's shoes and other footwear; they may or may not sell children's shoes. Frequently, they also sell accessories such as hosiery, gloves, and handbags. Establishments are included in this classification if (1) sales of any one of the three major groupings (men's and boys' footwear, women's and girls' footwear, and children's and infants' footwear) are not more than three times the sales of the other two groups combined and (2) if children's and infants' footwear are not carried, sales of the larger of the two remaining groups are not more than three times the sales of the smaller group. Stores primarily selling athletic footwear and accessories are included here.

Miscellaneous apparel and accessory stores (SIC 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing, except fur apparel. Establishments primarily engaged in making fur apparel to custom order are classified in SIC 563.

Furniture and Homefurnishings Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electric and gas appliances. Establishments selling electric and gas appliances are included in this group only if the major part of their sales consists of articles for home use. These stores also may perform repair work on household appliances, radios, televisions, and stereo equipment; but establishments primarily engaged in repair of these products are classified in SIC 76. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 5931. Stores furnishing interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

1972 SIC 5732, "Radio and television stores," has been divided into two new industries for 1987: SIC 5731, "Radio, television, and electronics stores" and SIC 5734, "Computer and software stores." Also, 1972 SIC 5733, "Music stores," has been divided into two new industries for 1987: SIC 5735, "Record and prerecorded tape stores" and SIC 5736, "Musical instrument stores."

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor covering stores (SIC 5713)—Establishments primarily engaged in the retail sale of floor coverings. Establishments included in this industry may incidentally perform installation, but contractors primarily engaged in installing floor coverings for others are classified in SIC 1752.

Drapery and upholstery stores (SIC 5714)—Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use also are included. Establishments primarily engaged in reupholstering or repairing furniture are classified in SIC 7641.

Miscellaneous homefurnishings stores (SIC 5719)—Establishments primarily engaged in the retail sale of miscellaneous homefurnishings, such as china, glassware, and metalware for kitchen and table use; bedding and linen; brooms and brushes; lamps and shades; mirrors and pictures; and venetian blinds and window shades. Establishments primarily engaged in the retail sale of miscellaneous homefurnishings by house-to-house canvas or by party-plan merchandising are classified in SIC 5963.

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio, television, and electronics stores (SIC 5731)—Establishments primarily engaged in the retail sale of radios, television sets, record players, high fidelity (hi-fi) sound reproducing equipment, and other consumer electronics equipment. Such establishments also may sell additional lines such as household appliances, computers, computer peripheral equipment, software, musical instruments, or records. Establishments in this industry may perform incidental installation and repair work on radios, televisions, and other consumer electronics equipment. Establishments primarily engaged in the installation and repair of these products are classified in SIC 7622.

Computer and software stores (SIC 5734)—Establishments primarily engaged in the retail sale of computers, computer peripheral equipment, and software.

Record and prerecorded tape stores (SIC 5735)—Establishments primarily selling phonograph records and prerecorded audio and video tapes and discs. Establishments primarily engaged in the retail sale of computer software are classified in SIC 5731 and those primarily engaged in the rental of video tapes in SIC 7841.

Musical instrument stores (SIC 5736)—Establishments primarily selling musical instruments; such as organs, pianos, horns, stringed instruments, and percussion instruments; sheet music; and similar supplies.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Restaurants and lunchrooms (SIC 5812 pt.)—Establishments engaged in serving prepared food and beverages. Waiter/waitress service is provided and the establishments have seating facilities for at least 15 patrons. Included here are only those establishments in which waiters/waitresses take orders from patrons while the patrons are seated at a counter, booth, or table. They often serve alcoholic beverages. Establishments in which sales of alcoholic beverages for consumption on the premises exceed sales of prepared food and nonalcoholic beverages are classified as Drinking places (SIC 5813).

Social caterers (SIC 5812 pt.)—Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc. at a hall or similar dedicated facility rather than at a fixed business location. Such establishments also may arrange for some entertainment, but entertainment should be a minor part of the business. (Separate data are shown only at the national level.)

Cafeterias (SIC 5812 pt.)—Establishments engaged in serving a wide variety of prepared food and beverages primarily through the use of a cafeteria line where customers make selections from displayed items. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Refreshment places (SIC 5812 pt.)—Establishments primarily selling limited lines of refreshments and prepared food. Included in this group are establishments which prepare items such as chicken and hamburgers for consumption either on or near the premises or for "take-home" consumption. Such establishments do not have waiter/waitress service where the patron's order is taken while the patron is seated at a table, booth, or counter.

Contract feeding (SIC 5812 pt.)—Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. (This is not a lease arrangement.) The facilities and personnel of these establishments may be provided by the contracting company, institution, etc., but the management must always be supplied by the contractor. (Separate data are shown only at the national level.)

Ice cream and frozen custard stands (SIC 5812 pt.)—Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk. (Separate data are shown only at the national level.)

Drinking places (SIC 5813)—Establishments primarily engaged in the retail sale of alcoholic drinks such as beer, ale, wine, and liquor for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Establishments primarily selling used automobile parts and accessories, previously classified in SIC 593 in prior censuses, are classified in Wholesale Trade SIC 5015 in the 1987 census. Ice dealers, previously classified in SIC 5982, are classified in SIC 5999 in the 1987 census. And, optical goods stores, previously classified in SIC 5999, are classified in new SIC 5995 in the 1987 census.

Drug stores (SIC 591 pt.)—Establishments engaged in the retail sale of prescription drugs. They may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on the stricter interpretation of commodities handled.

Proprietary stores (SIC 591 pt.)—Establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and liquor for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Used merchandise stores (SIC 593)—This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; musical instruments; office furniture; phonographs and phonograph records; and store fixtures and equipment. The industry also includes pawnshops. Dealers primarily engaged in selling used motor vehicles, trailers, and boats are classified in major group 55; and those primarily selling used mobile homes in SIC 5271. Establishments primarily selling used automobile parts and accessories are classified in SIC 5015 and scrap and waste dealers are classified in SIC 5093. Establishments primarily engaged in automobile repair are classified in SIC 753.

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, trophies, skiing, golfing, bowling, and billiards equipment. Establishments primarily engaged in the retail sale of athletic footwear are classified in SIC 5661.

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in mail-order houses (SIC 5961). Establishments primarily engaged in the sale of used books are classified in SIC 593.

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school supplies. These establishments also may sell additional lines of office type supplies, such as accounting and legal forms; blankbooks and forms; and office forms and supplies. Establishments primarily engaged in selling office supply forms and supplies are classified in SIC 5112. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby and craft kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, greeting cards, holiday decorations, and miscellaneous small art goods.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods, except apparel.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, yarn, and other needlework accessories.

Catalog and mail-order houses (SIC 5961)—Establishments primarily selling merchandise as a result of orders received by catalog, mail, or television order. Customers are made aware of goods available for sale through catalogs, mailing pieces, advertisements in newspapers and magazines, and advertising on radio and television. Departmentalized retail stores normally with 50 employees or more and operated by mail-order houses and selling a general line of merchandise are classified in SIC 531. Retail stores normally with less than 50 employees and operated by mail-order houses and selling a general line of merchandise are classified in SIC 539. In some tabulations at the national level, catalog and mail-order houses are divided into subclassifications on the basis of the merchandise they sell. The subclassifications are department store merchandise, other general merchandise, and other mail-order houses. Establishments primar-ily engaged in mail-order sales of computer hardware and/or software and television order (home shopping) sales are included within the "Other mail-order houses" classification.

Merchandising machine operators (SIC 5962)—Establishments primarily engaged in the retail sale of products by automatic merchandising units (vending machines) which are generally located on the premises of other businesses. This industry does not include coin-operated service machines such as washers and dryers (SIC 7215), music machines and amusement game machines (SIC 7993), lockers and scales (SIC 7299), or insurance policies sold through vending machines (SIC 63). The "establishment" is the location from which the vending route (or routes) is serviced, not the number of vending machines or the number of business locations in which vending machines are located.

Since many automatic merchandising machine operations are conducted in conjunction with the operation of manufacturing plants and of other establishments not classified in retail trade, data for "retail" automatic merchandising machine operators should not be interpreted as a measure of total sales through automatic merchandising machines. Nor do the data for "retail" automatic merchandising machine operators include sales made through automatic merchandising machines owned by establishments classified in other kinds of retail trade.

Direct selling establishments (SIC 5963)—Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from trucks or wagons or other temporary locations. The "establishment"

is the location from which the canvassers operate. Canvassers who do not have any paid help are excluded from the tabulations in this report. In some tabulations at the national level, direct selling organizations are divided into subclassifications on the basis of the merchandise they sell. The subclassifications are furniture, homefurnishings and equipment; mobile food service; books and stationery; and other direct selling.

Fuel oil dealers (SIC 5983)—Establishments primarily engaged in the retail sale of fuel oil. Establishments primarily selling fuel oil burners are classified in SIC 5074; dealers primarily engaged in installing and servicing fuel oil burners, in SIC 1711; and fuel oil burner repair service only, in SIC 7699.

Liquefied petroleum gas (bottled gas) dealers (SIC 5984)—Establishments primarily engaged in the retail sale of bottled or bulk liquefied petroleum (LP) gas.

Fuel dealers, n.e.c. (SIC 5989)—Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, or any combination of these lines. Establishments primarily selling fuel oil are classified in SIC 5983 and those primarily selling bottled gas in SIC 5984.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in the retail sale of seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing seeds, bulbs, flowers, and nursery stock are classified in SIC 0181.

Tobacco stores and stands (SIC 5993)—Establishments primarily engaged in the retail sale of cigarettes, cigars, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News dealers and newsstands (SIC 5994)—Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals. Home delivery of newspapers by other than printers or publishers is classified in SIC 5963. Establishments engaged in delivering newspapers for subsequent home delivery are classified in SIC 4212.

Optical goods stores (SIC 5995)—Establishments primarily engaged in the retail sale of prescription eyeglasses and contact lenses for individuals. Offices of oculists, ophthalmologists and optometrists are classified in major group 80 even though a majority of their revenue is from the sale of eyeglass frames or prescription eyeglasses and contact lenses.

Miscellaneous retail stores, n.e.c. (SIC 5999)—Establishments primarily engaged in the retail sale of specialized lines of merchandise not elsewhere classified. This industry also includes establishments primarily engaged in selling a general line of their own or consigned merchandise at retail or at auction. Establishments primar-ily engaged in auctioning tangible personal property of others on a fee basis are classified in SIC 7399. In some tabulations, Miscellaneous retail stores are divided into subclassifications on the basis of the merchandise they sell. The subclassifications are pet shops, typewriter stores, and other retail stores.

APPENDIX B.
General Questions

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1987 CENSUS OF RETAIL TRADE

OMB APPROVAL NO. 0607-0328; EXPIRES (01/89)

NOTICE — Response to this inquiry **is required by law (title 13, U.S. Code).** By the same law, your report to the Census Bureau is **confidential.** It may be seen only by sworn Census employees and may be used only for **statistical purposes.** The law also provides that copies retained in your files **are immune from legal process.**

Please complete this form and RETURN TO

BUREAU OF THE CENSUS
1201 East Tenth Street
Jeffersonville, IN 47134

DUE DATE: FEBRUARY 15, 1988

If filing by the due date causes an undue burden, a time extension request should be sent to the above address; please include your 11-digit Census File Number (CFN).

NOTE* — *Please read the accompanying instructions before answering the questions.

In correspondence pertaining to this report, please refer to this Census File Number (CFN)

Employer Identification (EI) Number

CB-8502

Please correct errors in name, address, and ZIP Code. ENTER street and number if not shown.

Item 1 — EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number shown in the label the SAME as that used for this establishment on its latest 1987 Employer's Quarterly Federal Tax Return, Treasury Form 941?

084 1 ☐ YES

2 ☐ NO — *Enter current EI No.* → *(9 digits)*

Item 2 — PHYSICAL LOCATION OF ESTABLISHMENT

Answer items a, b, c, and d

NOTE: P.O. boxes or rural routes are not physical locations.

a. ☐ Same as shown in mailing label. *If different, indicate change.*

NUMBER AND STREET

CITY, TOWN, VILLAGE, ETC. | STATE | ZIP CODE

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

085 1 ☐ YES 3 ☐ No legal boundaries

2 ☐ NO 4 ☐ Don't know

c. Type of municipality where physically located

086 1 ☐ City, village, or borough 3 ☐ Other or don't know

2 ☐ Town or township

d. Name of county where physically located

Item 3 — OPERATIONAL STATUS

Number of months

a. How many months during 1987 did this firm or organization actively operate this establishment? 082

b. Mark (X) the **ONE** box which best describes this establishment at the end of 1987.

081 1 ☐ In operation

2 ☐ Temporarily or seasonally inactive

Figures only

	Month	Day	Year
3 ☐ Ceased operation — *Give date* →			
4 ☐ Sold or leased to another operator — *Give date at right* → AND enter name, etc., below →			

NAME OF NEW OWNER OR OPERATOR

NUMBER AND STREET

CITY | STATE | ZIP CODE

PENALTY FOR FAILURE TO REPORT

Item 4 — ORGANIZATIONAL STATUS — *Mark (X) the **ONE** box which best describes this establishment during 1987.*

003 1 ☐ Individual proprietorship

2 ☐ Partnership

3 ☐ Cooperative association (taxable)

4 ☐ Cooperative association (tax-exempt)

5 ☐ Governmental — *Specify* _____

6 ☐ Corporation (Do not mark if any form of cooperative association.)

9 ☐ Other — *Specify* _____

HOW TO REPORT DOLLAR FIGURES

Value figures may be reported in dollars or rounded to thousands.

Example: If a figure is **$1,125,828.** report either → ***PREFERRED*** / ***Acceptable***

Millions (000)	Thousands (000)	Dollars (000)
1	126	
1	125	828

Item 5 — DOLLAR VOLUME OF BUSINESS IN 1987

Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

	Mil.	Thou.	Dol.
010			

Item 6 — PAYROLL AND EMPLOYMENT

	Mil.	Thou.	Dol.
a. **Payroll in 1987, before deductions** 030			
(1) Total **ANNUAL** payroll 031			
(2) **FIRST QUARTER** payroll (Jan. — Mar.)			

	Number
b. **Employment in 1987** 032	

Number of paid employees for the pay period including March 12, 1987 (include both full- and part-time employees)

Item 9 — KIND OF BUSINESS

*Mark (X) the **ONE** box which best describes the **PRINCIPAL** kind of business of this establishment in 1987.*

(Categories appropriate to individual form)

CONTINUE ON PAGE 2 →

Item 11 — MERCHANDISE LINES

Report sales either in dollar figures (see example on page 1) or as a percent (in whole percents) of total sales (see example below).

HOW TO REPORT PERCENTS

If figure is **38.76%** of total sales:

	Mil.	Thou.	Dol.	Percent
***Report whole percents** →				39
***Not acceptable** →				38.76

Merchandise lines	Census use	Estimated sales during 1987 Mil.	Thou.	Dol.	Percent

(Categories appropriate to individual form)

NOTE ***Answer item 13 only if your Census File Number (CFN), shown in the address label of this report form, begins with a zero.***

Item 13 — OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION

a. Is this company owned or controlled by another company?

097 1 ☐ YES → 2 ☐ NO

ENTER OWNING OR CONTROLLING COMPANY NAME, ADDRESS, AND ZIP CODE

EI No. *(9 digits)*

b. Does this company own or control any other company or companies?

098 1 ☐ YES → 2 ☐ NO

ENTER OWNED OR CONTROLLED COMPANY NAME, ADDRESS, AND ZIP CODE

EI No. *(9 digits)*

c. How many establishments were operated under the EI Number shown in the address label (or as corrected in item 1) **at the end** of 1987? → 079 Number

If more than one, provide the **physical location** address and other information indicated below for each establishment. The headquarters location should be listed on line 1, followed by other locations. If book figures are not available, estimates are acceptable. Continue with same format in REMARKS (or attach a separate sheet) if necessary.

	NAME, ADDRESS, AND ZIP CODE	1987	Mil.	Thou.	Dol.
1		Sales	081		
	KIND-OF-BUSINESS DESCRIPTION	Annual payroll	082		
		Census use	088		
2	NAME, ADDRESS, AND ZIP CODE	1987	Mil.	Thou.	Dol.
		Sales	081		
	KIND-OF-BUSINESS DESCRIPTION	Annual payroll	082		
		Census use	088		

APPENDIX C.
Kind-of-Business Titles and Reporting-Form Numbers

[Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, DC 20233.]

1987 SIC code	Title	Reporting form CB-
52	**BUILDING MATERIALS AND GARDEN SUPPLIES STORES**	
5211	Lumber and other building materials dealers	5201
5231	Paint, glass, and wallpaper stores	5202
5251	Hardware stores	5203
5261	Retail nurseries, lawn and garden supply stores	5204
5271	Mobile home dealers	5205
53	**GENERAL MERCHANDISE STORES**	
5311 pt.	Conventional department stores	5301
5311 pt.	Discount or mass merchandising department stores	5301
5311 pt.	National chain department stores	5301
5331	Variety stores	5302
5399	Miscellaneous general merchandise stores	5301
54	**FOOD STORES**	
5411	Grocery stores	5400
5423	Meat and fish (seafood) markets	5400
5431	Fruit and vegetable markets	5400
5441	Candy, nut, and confectionary stores	5400
5451	Dairy products stores	5400
5461	Retail bakeries	5400
5499	Miscellaneous food stores	5400
55	**AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS**	
5511	New and used car dealers	5501
5521	Used car dealers	5501
5531 pt.	Tire, battery, and accessory dealers	5502
5531 pt.	Other auto and home supply stores	5502
5541	Gasoline service stations	5504
5551	Boat dealers	5503
5561	Recreational vehicle dealers	5503
5571	Motorcycle dealers	5503
5599	Automotive dealers, n.e.c.	5503
56	**APPAREL AND ACCESSORY STORES**	
5611	Men's and boys' clothing stores	5601
5621	Women's clothing stores	5601
5631	Women's accessory and specialty stores	5601
5641	Children's and infants' wear stores	5601
5651	Family clothing stores	5601
5661 pt.	Men's shoe stores	5602
5661 pt.	Women's shoe stores	5602
5661 pt.	Children's and juveniles' shoe stores	5602
5661 pt.	Family shoe stores	5602
5699	Miscellaneous apparel and accessory stores	5601
57	**FURNITURE AND HOMEFURNISHINGS STORES**	
5712	Furniture stores	5701
5713	Floor covering stores	5701
5714	Drapery and upholstery stores	5705
5719	Miscellaneous homefurnishings stores	5705
5722	Household appliance stores	5702
5731	Radio, television, and electronics stores	5702
5734	Computer and software stores	5702
5735	Record and prerecorded tape stores	5703
5736	Musical instrument stores	5703
58	**EATING AND DRINKING PLACES**	
5812 pt.	Restaurants and lunchrooms	5801
5812 pt.	Social caterers	5801
5812 pt.	Cafeterias	5801
5812 pt.	Refreshment places	5801
5812 pt.	Contract feeding	5802
5812 pt.	Ice cream, frozen custard stands	5801
5813	Drinking places	5801
59	**MISCELLANEOUS RETAIL STORES**	
5912 pt.	Drug stores	5901
5912 pt.	Proprietary stores	5901
5921	Liquor stores	5902
5931	Used merchandise stores	5903
5941 pt.	General line sporting goods stores	5904
5941 pt.	Specialty line sporting goods stores	5904
5942	Book stores	5905
5943	Stationery stores	5905
5944	Jewelry stores	5906
5945	Hobby, toy, and game shops	5907
5946	Camera and photographic supply stores	5908
5947	Gift, novelty, and souvenir shops	5905
5948	Luggage and leather goods stores	5905
5949	Sewing, needlework, and piece goods stores	5909
5961 pt.	Department store merchandise—mail-order	5910
5961 pt.	General merchandise, n.e.c.—mail-order	5910
5961 pt.	Other mail-order houses	5910
5962	Merchandising machine operators	5802
5963 pt.	Furniture, homefurnishings, equipment—direct selling	5910
5963 pt.	Mobile food service—direct selling	5910
5963 pt.	Books and stationery—direct selling	5910
5963 pt.	Other direct selling	5910
5983	Fuel oil dealers	5911
5984	Liquefied petroleum gas (bottled gas) dealers	5911
5989	Fuel dealers, n.e.c.	5911
5992	Florists	5912
5993	Tobacco stores and stands	5902
5994	News dealers and newsstands	5902
5995	Optical goods stores	5913
5999 pt.	Pet shops	5914
5999 pt.	Typewriter stores	5905
5999 pt.	Other retail stores, n.e.c.	5916

APPENDIX D.
Metropolitan Statistical Areas

[Titles and definitions shown for MSA's, PMSA's, and CMSA's are those established by the Office of Management and Budget, as of June 30, 1987]

WISCONSIN

Appleton-Oshkosh-Neenah, WI MSA
- Calumet County, WI
- Outagamie County, WI
- Winnebago County, WI

Chicago-Gary-Lake County, IL-IN-WI CMSA
- Aurora-Elgin, IL PMSA
  - Kane County, IL
  - Kendall County, IL
- Chicago, IL PMSA
  - Cook County, IL
  - Du Page County, IL
  - McHenry County, IL
- Gary-Hammond, IN PMSA
  - Lake County, IN
  - Porter County, IN
- Joliet, IL PMSA
  - Grundy County, IL
  - Will County, IL
- Kenosha, WI PMSA
  - Kenosha County, WI
- Lake County, IL PMSA
  - Lake County, IL

Duluth, MN-WI MSA
- Douglas County, WI

Eau Claire, WI MSA
- Chippewa County, WI
- Eau Claire County, WI

Green Bay, WI MSA
- Brown County, WI

Janesville-Beloit, WI MSA
- Rock County, WI

Kenosha, WI PMSA—see Chicago-Gary-Lake County, IL-IN-WI CMSA

La Crosse, WI MSA
- La Crosse County, WI

Madison, WI MSA
- Dane County, WI

Milwaukee, WI PMSA—see Milwaukee-Racine, WI CMSA

Milwaukee-Racine, WI CMSA
- Milwaukee, WI PMSA
  - Milwaukee County, WI
  - Ozaukee County, WI
  - Washington County, WI
  - Waukesha County, WI
- Racine, WI PMSA
  - Racine County, WI

Minneapolis-St. Paul, MN-WI MSA
- Anoka County, MN
- Carver County, MN
- Chisago County, MN
- Dakota County, MN
- Hennepin County, MN
- Isanti County, MN
- Ramsey County, MN
- Scott County, MN
- Washington County, MN
- Wright County, MN
- St. Croix County, WI

Racine, WI PMSA—see Milwaukee-Racine, WI CMSA

Sheboygan, WI MSA
- Sheboygan County, WI

Wausau, WI MSA
- Marathon County, WI

APPENDIX E.
Percent of Sales Data Based on Administrative Records and Estimation for the State: 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols and for more information on reliability of data, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, see appendix A]

1987 SIC code	Kind of business	Percent of sales‡ — From administrative records[1]	Percent of sales‡ — Estimated[2]
	Retail trade	1	0
52	**Building materials and garden supplies stores**	1	0
521, 3	Building materials and supply stores	1	0
521	Lumber and other building materials dealers	1	0
523	Paint, glass, and wallpaper stores	1	1
525	Hardware stores	2	1
526	Retail nurseries, lawn and garden supply stores	1	0
527	Mobile home dealers	2	3
53	**General merchandise stores**	0	0
531	Department stores (incl. leased depts.)[3 4]	0	0
531	Department stores (excl. leased depts.)[3]	0	0
531 pt.	Conventional[3]	(D)	(D)
531 pt.	Discount or mass merchandising[3]	0	0
531 pt.	National chain[3]	(D)	(D)
533	Variety stores	1	0
539	Miscellaneous general merchandise stores	0	0
54	**Food stores**	0	1
541	Grocery stores	0	1
542	Meat and fish (seafood) markets	1	0
546	Retail bakeries	2	1
546 pt.	Retail bakeries – baking and selling	2	1
546 pt.	Retail bakeries – selling only	0	1
543, 4, 5, 9	Other food stores	1	2
543	Fruit and vegetable markets	0	3
544	Candy, nut, and confectionary stores	1	2
545	Dairy products stores	2	2
549	Miscellaneous food stores	2	1
55 ex. 554	**Automotive dealers**	1	0
551	New and used car dealers	1	0
552	Used car dealers	2	0
553	Auto and home supply stores	1	1
553 pt.	Tire, battery, and accessory dealers	1	1
553 pt.	Other auto and home supply stores	0	0
555, 6, 7, 9	Miscellaneous automotive dealers	1	0
555	Boat dealers	1	0
556	Recreational vehicle dealers	1	0
557	Motorcycle dealers	3	0
559	Automotive dealers, n.e.c.	1	3
554	**Gasoline service stations**	1	1
56	**Apparel and accessory stores**	0	1
561	Men's and boys' clothing stores	1	1
562, 3	Women's clothing and specialty stores	0	1
562	Women's clothing stores	0	1
563	Women's accessory and specialty stores	1	2
565	Family clothing stores	0	0
566	Shoe stores	0	1
566 pt.	Men's shoe stores	1	1
566 pt.	Women's shoe stores	0	2
566 pt.	Children's and juveniles' shoe stores	1	5
566 pt.	Family shoe stores	0	1
564, 9	Other apparel and accessory stores	1	1
564	Children's and infants' wear stores	1	1
569	Miscellaneous apparel and accessory stores	2	1
57	**Furniture and homefurnishings stores**	1	1
5712	Furniture stores	2	2
5713, 4, 9	Homefurnishings stores	2	0
5713	Floor covering stores	2	1
5714	Drapery and upholstery stores	4	1
5719	Miscellaneous homefurnishings stores	2	0
572	Household appliance stores	1	1
573	Radio, television, computer, and music stores	0	0
5731	Radio, television, and electronics stores	0	0
5734	Computer and software stores	2	2
5735	Record and prerecorded tape stores	0	0
5736	Musical instrument stores	1	1
58	**Eating and drinking places**	1	1
5812	Eating places	1	1
5812 pt.	Restaurants and lunchrooms	1	1
5812 pt.	Cafeterias	0	0
5812 pt.	Refreshment places	1	1
5812 pt.	Other eating places	1	1
5813	Drinking places	4	1
591	**Drug and proprietary stores**	1	0
591 pt.	Drug stores	1	0
591 pt.	Proprietary stores	0	0
59 ex. 591	**Miscellaneous retail stores**	1	0
592	Liquor stores	2	1
593	Used merchandise stores	1	1
594	Miscellaneous shopping goods stores	1	1
5941	Sporting goods stores and bicycle shops	2	1
5941 pt.	General line sporting goods stores	2	1
5941 pt.	Specialty line sporting goods stores	2	1
5942	Book stores	1	0
5943	Stationery stores	3	1
5944	Jewelry stores	1	1
5945	Hobby, toy, and game shops	0	1
5946	Camera and photographic supply stores	1	0
5947	Gift, novelty, and souvenir shops	2	1
5948	Luggage and leather goods stores	0	0
5949	Sewing, needlework, and piece goods stores	0	0
596	Nonstore retailers	0	0
5961	Catalog and mail-order houses	0	0
5962	Merchandising machine operators	0	0
5963	Direct selling establishments	0	1
598	Fuel dealers	2	1
5983	Fuel oil dealers	2	0
5984	Liquefied petroleum gas (bottled gas) dealers	0	2
5989	Fuel dealers, n.e.c.	7	1
5992	Florists	2	1
5993	Tobacco stores and stands	3	0
5994	News dealers and newsstands	2	2
5995	Optical goods stores	0	0
5999	Miscellaneous retail stores, n.e.c.	2	1
5999 pt.	Pet shops	2	0
5999 pt.	Typewriter stores	9	0
5999 pt.	Other miscellaneous retail stores, n.e.c.	1	1

‡ Coverage symbols: 0 – Less than 10 percent. 1 – 10 to 19 percent. 2 – 20 to 29 percent. 3 – 30 to 39 percent. 4 – 40 to 49 percent. 5 – 50 to 59 percent. 6 – 60 to 69 percent. 7 – 70 to 79 percent. 8 – 80 to 89 percent. 9 – 90 percent or more.

[1] Includes sales information obtained from administrative records of other Federal agencies.
[2] Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.
[3] Includes sales from catalog order desks.
[4] Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

APPENDIX F.
Geographic Notes

WISCONSIN

Appleton is in Calumet, Outagamie, and Winnebago Counties.

Bayside is in Milwaukee and Ozaukee Counties.

Berlin is in Green Lake and Waushara Counties.

Burlington is in Racine and Walworth Counties.

Columbus is in Columbia and Dodge Counties; it annexed into Dodge County in February 1982.

Eau Claire is in Chippewa and Eau Claire Counties.

Fitchburg was incorporated in April 1983.

Kiel is in Calumet and Manitowoc Counties.

Marshfield is in Marathon and Wood Counties.

Menasha is in Calumet and Winnebago Counties; it annexed into Calumet County in December 1982.

Milwaukee is in Milwaukee and Washington Counties.

New London is in Outagamie and Waupaca Counties.

River Falls is in Pierce and St. Croix Counties.

Watertown is in Dodge and Jefferson Counties.

Waupun is in Dodge and Fond du Lac Counties.

Whitewater is in Jefferson and Walworth Counties.

Wisconsin Dells is in Columbia and Sauk Counties.

APPENDIX G.
Establishments in Business Any Time During Year and Establishments in Business at End of Year Based on 1972 Standard Industrial Classifications for the State: 1987 and 1982

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1982 and 1987 censuses, including revised methodology for presenting establishment counts, see appendix A]

1972 SIC code	1987 SIC code	Kind of business	Establishments in business — Any time during year		At end of year	
			1987	1982	1987	1982
		Retail trade—				
		Including used automobile parts and accessories stores[1]	**32 220**	**32 036**	**29 781**	**29 841**
		Excluding used automobile parts and accessories stores[2]	**32 164**	**31 966**	**29 726**	**29 776**
52	**52**	**Building materials and garden supplies stores**	**1 750**	**1 896**	**1 674**	**1 805**
521, 3	521, 3	Building materials and supply stores	874	922	831	877
521	521	Lumber and other building materials dealers	672	732	638	697
523	523	Paint, glass, and wallpaper stores	202	190	193	180
525	525	Hardware stores	610	714	594	680
526	526	Retail nurseries, lawn and garden supply stores	201	167	189	160
527	527	Mobile home dealers	65	93	60	88
53	**53**	**General merchandise stores**	**730**	**784**	**695**	**739**
531		Department stores (incl. leased depts.) [with 25 employees or more][3 4 5]	247	224	245	221
	531	Department stores (incl. leased depts.) [with 50 employees or more][3 4 6]	225	(NA)	223	(NA)
	539 pt.	Department stores (incl. leased depts.) [with 25 to 49 employees][3 4 7]	22	(NA)	22	(NA)
531		Department stores (excl. leased depts.) [with 25 employees or more][3 5]	247	224	245	221
	531	Department stores (excl. leased depts.) [with 50 employees or more][3 6]	225	(NA)	223	(NA)
	539 pt.	Department stores (excl. leased depts.) [with 25 to 49 employees][3 7]	22	(NA)	22	(NA)
533	533	Variety stores	235	273	216	285
539	539 pt.	Miscellaneous general merchandise stores[8]	248	267	234	253
54	**54**	**Food stores**	**3 010**	**3 313**	**2 780**	**3 107**
541	541	Grocery stores	1 977	2 225	1 828	2 077
5422, 3	5421	Meat and fish (seafood) markets	201	224	185	213
546	546	Retail bakeries	430	429	395	403
5462	546 pt.	Retail bakeries—baking and selling	382	364	353	340
5463	546 pt.	Retail bakeries—selling only	48	65	42	63
543, 4, 5, 9	543, 4, 5, 9	Other food stores	402	435	372	414
543	543	Fruit and vegetable markets	32	26	29	25
544	544	Candy, nut, and confectionery stores	150	135	137	128
545	545	Dairy products stores	115	159	107	152
549	549	Miscellaneous food stores	105	115	99	109
55 ex. 554	**55 ex. 554**	**Automotive dealers**	**1 972**	**1 881**	**1 873**	**1 801**
551	551	New and used car dealers	758	837	726	824
552	552	Used car dealers	313	246	289	227
553	553	Auto and home supply stores	553	457	528	430
553 pt.	553 pt.	Tire, battery, and accessory dealers	513	435	491	409
553 pt.	553 pt.	Other auto and home supply stores	40	22	37	21
555, 6, 7, 9	555, 6, 7, 9	Miscellaneous automotive dealers	348	341	330	320
555	555	Boat dealers	145	134	141	126
556	556, 559 pt.	Recreational and utility trailer dealers[9]	80	55	77	54
557	557	Motorcycle dealers	107	135	100	124
559	559 pt.	Automotive dealers, n.e.c. [excl. utility trailer dealers]	16	17	12	16
554	**554**	**Gasoline service stations**	**2 735**	**2 896**	**2 581**	**2 701**
56	**56**	**Apparel and accessory stores**	**2 690**	**2 545**	**2 484**	**2 374**
561	561	Men's and boys' clothing stores	303	315	272	296
562, 3, 8	562, 3	Women's clothing and specialty stores	1 123	902	1 056	831
562	562	Women's clothing stores	1 010	801	950	738
563, 8	563	Women's accessory and specialty stores[10]	113	101	106	93
565	565	Family clothing stores	304	376	289	347
566	566	Shoe stores	747	760	689	722
566 pt.	566 pt.	Men's shoe stores	43	70	41	64
566 pt.	566 pt.	Women's shoe stores	155	137	146	125
566 pt.	566 pt.	Children's and juveniles' shoe stores	17	17	17	17
566 pt.	566 pt.	Family shoe stores	532	536	485	516
564, 9	564, 9	Other apparel and accessory stores	213	192	178	178
564	564	Children's and infants' wear stores	86	71	73	64
569	569	Miscellaneous apparel and accessory stores	127	121	105	114

See footnotes at end of table.

1972 SIC code	1987 SIC code	Kind of business	Establishments in business — Any time during year		At end of y
			1987	1982	1987
57	**57**	**Furniture and homefurnishings stores**	**2 029**	**2 005**	**1 903**
5712	5712	Furniture stores	582	571	553
5713, 4, 9	5713, 4, 9	Homefurnishings stores	520	470	494
5713	5713	Floor covering stores	259	249	248
5714	5714	Drapery and upholstery stores	50	64	47
5719	5719	Miscellaneous homefurnishings stores	211	157	199
572	572	Household appliance stores	287	299	272
573	573	Radio, television, computer, and music stores	640	665	584
5732		Radio and television stores[11]	430	449	392
	5731	Radio, television, and electronics stores	368	(NA)	341
	5734	Computer and software stores	62	(NA)	51
5733		Music stores	210	216	192
	5735	Record and prerecorded tape stores	105	91	95
	5736	Musical instrument stores	105	125	97
58	**58**	**Eating and drinking places**	**10 747**	**10 422**	**9 631**
5812	5812	Eating places	7 070	6 306	6 404
5812 pt.	5812 pt.	Restaurants and lunchrooms	4 047	3 640	3 674
5812 pt.	5812 pt.	Cafeterias	91	71	81
5812 pt.	5812 pt.	Refreshment places	2 349	2 181	2 119
5812 pt.	5812 pt.	Other eating places	583	414	530
5813	5813	Drinking places	3 677	4 116	3 227
591	**591**	**Drug and proprietary stores**	**970**	**983**	**918**
591 pt.	591 pt.	Drug stores	921	923	872
591 pt.	591 pt.	Proprietary stores	49	60	46
59 ex. 591	**59 ex. 591**	**Miscellaneous retail stores[1]**	**5 587**	**5 331**	**5 242**
592	592	Liquor stores	693	791	631
593	593, 5015 pt.	Used merchandise stores[1]	303	286	292
594	594	Miscellaneous shopping goods stores	2 473	2 260	2 329
5941	5941	Sporting goods stores and bicycle shops	535	516	505
5941 pt.	5941 pt.	General line sporting goods stores	223	230	207
5941 pt.	5941 pt.	Specialty line sporting goods stores	312	286	298
5942, 3	5942, 3	Book, stationery stores	230	247	222
5942	5942	Book stores	182	183	176
5943	5943	Stationery stores	48	64	46
5944	5944	Jewelry stores	498	445	462
5945, 6, 7, 8, 9	5945, 6, 7, 8, 9	Other miscellaneous shopping goods stores	1 210	1 055	1 140
5945	5945	Hobby, toy, and game shops	206	170	193
5946	5946	Camera and photographic supply stores	87	79	84
5947	5947	Gift, novelty, and souvenir shops	689	546	649
5948	5948	Luggage and leather goods stores	34	24	33
5949	5949	Sewing, needlework, and piece goods stores	194	236	181
596	596	Nonstore retailers	543	554	513
5961	5961	Catalog and mail-order houses	174	215	163
5962	5962	Merchandising machine operators	133	152	128
5963	5963	Direct selling establishments	236	187	222
598		Fuel and ice dealers	313	320	295
5983	5983	Fuel oil dealers	140	160	126
5984	5984	Liquefied petroleum gas (bottled gas) dealers	165	151	158
5982	5989, 5999 pt. (pt.)	Fuel and ice dealers, n.e.c.[12]	13	9	11
5992	5992	Florists	442	416	417
5993	5993	Tobacco stores and stands	19	27	17
5994	5994	News dealers and newsstands	26	24	25
5999	5995, 5999 pt. (pt.)	Miscellaneous retail stores, n.e.c. [excl. ice dealers and incl. optical goods stores]	770	650	723
5999 pt.	5995	Optical goods stores	254	185	243
5999 pt.	5999 pt.	Pet shops	99	86	91
5999 pt.	5999 pt.	Typewriter stores	4	14	3
5999 pt.	5999 pt. (pt.)	Other miscellaneous retail stores, n.e.c. [excl. ice dealers]	413	365	386

[1]Includes used automobile parts and accessories stores classified in SIC 593 based on 1972 SIC.
[2]Excludes used automobile parts and accessories stores classified in SIC 593 based on 1972 SIC (included in SIC 5015 pt. based on 1987 SIC).
[3]Includes sales from catalog order desks.
[4]Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.
[5]Establishments defined as department stores, based on 1972 SIC, with 25 employees or more.
[6]Establishments defined as department stores, based on 1972 SIC, with 50 employees or more.
[7]Establishments defined as department stores, based on 1972 SIC, with 25 to 49 employees.
[8]Excludes department stores with 25 to 49 employees classified in SIC 531 based on 1972 SIC.
[9]Includes utility trailer dealers classified in SIC 556 based on 1972 SIC.
[10]Includes furriers and fur shops classified in SIC 568 based on 1972 SIC.
[11]Includes computer and software stores classified in SIC 5732 based on 1972 SIC.
[12]Includes ice dealers classified in SIC 5982 based on 1972 SIC.

APPENDIX H.
Changes in Retail Trade Kind-of-Business Classifications for 1987

[Based on revisions to the Standard Industrial Classification (SIC) Manual, definitions of some kinds of business were changed for 1987. The significant changes in SIC codes from 1972 to 1987 are listed below. For industries other than those listed, the SIC definitions are the same as those used since 1972, or contain only minor revisions affecting the classification of few, if any, establishments]

1987 SIC (used for 1987 census reports)		1972 SIC (used for 1972, 1977, and 1982 census reports)	
Code	Title	Code	Title
5311	Department stores [with 50 employees or more]	5311	Department stores [with 25 employees or more]
5399 pt.	Department stores [with 25 to 49 employees]		
5399 pt.	Miscellaneous general merchandise stores	5399	Miscellanous general merchandise stores
5121	Meat and fish (seafood) markets[1]	5422, 3	Meat and fish (seafood) markets
5461	Retail bakeries	5462	Retail bakeries – baking and selling
		5463	Retail bakeries – selling only
5561	Recreational vehicle dealers	5561	Recreational and utility trailer dealers
5599 pt.	Utility trailer dealers		
5632	Women's accessory and specialty stores	5631	Women's accessory and specialty stores
		5681	Furriers and fur shops
5731	Radio, television, and electronics stores	5732	Radio and television stores
5734	Computer and software stores		
5735	Record and prerecorded tape stores	5733	Music stores
5736	Musical instrument stores		
5932	Used merchandise stores	5931	Used merchandise stores
5015 pt.	Motor vehicle parts, used[2]		
5989	Fuel dealers, n.e.c.	5982	Fuel and ice dealers, n.e.c.
5999 pt.	Ice dealers		
5995	Optical goods stores[1]	5999 pt.	Optical goods stores
5999 pt.	Other miscellaneous retail stores, n.e.c.	5982 pt.	Ice dealers
		5999 pt.	Other miscellaneous retail stores, n.e.c.

[1]No change in content.
[2]Classified in retail trade prior to the 1987 census.

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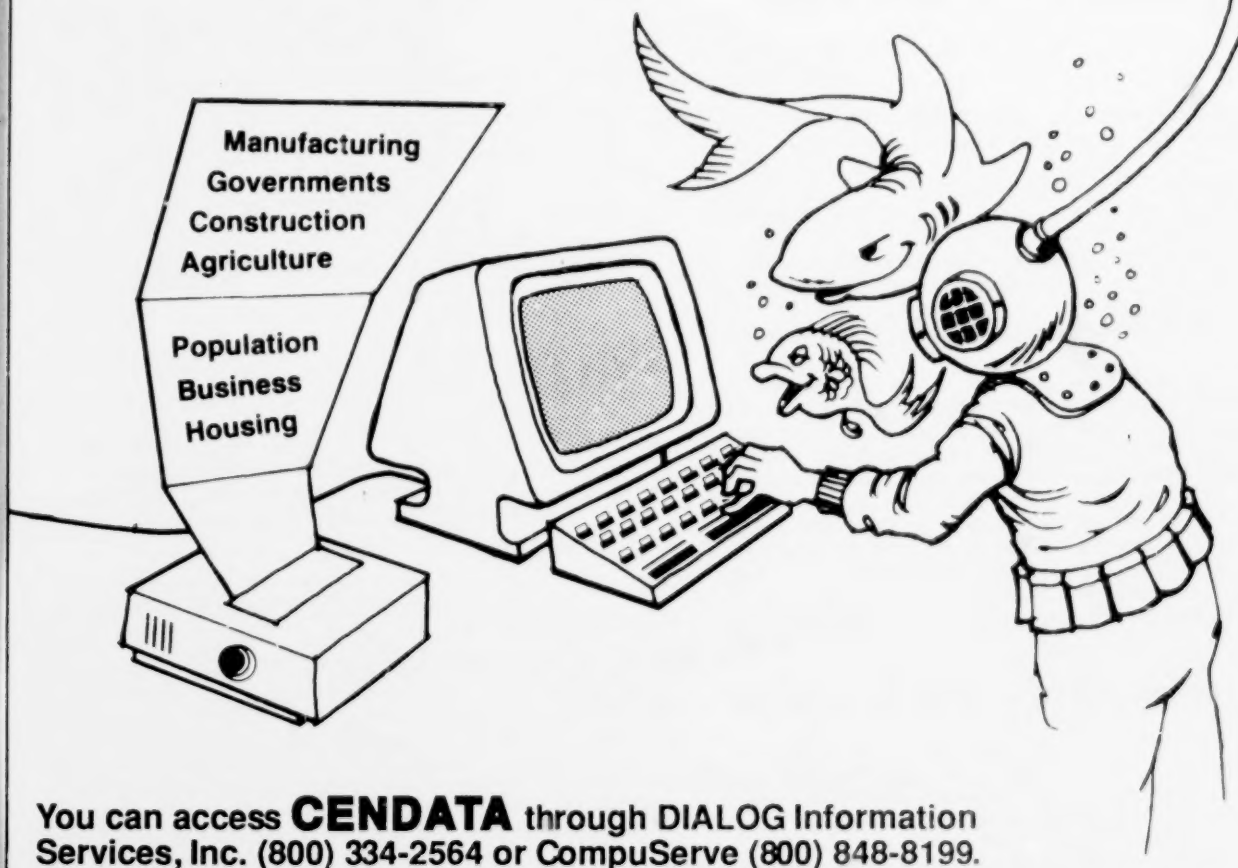

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PUBLICATION PROGRAM

1987 CENSUS OF RETAIL TRADE

Publications of the 1987 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, DC 20233. The first results were issued in press releases. Final detailed statistics are issued in separate paperbound reports.

Final Reports

Geographic area series—52 reports (RC87-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report presents general statistics for establishments with payroll, on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships, by varied retail classifications. All statistics are presented for the State, MSA's, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. For each State, the District of Columbia, and the United States, 1987 data are provided by kind of business on sales and employees per establishment and sales and payroll per employee. Comparative statistics showing percent changes in sales and payroll between 1982 and 1987 are shown by kind of business.

Nonemployer statistics series—4 reports (RC87-N-1 to -4)

Four separate reports are being issued, each containing data for the States located in the four different regions. Data are included by kind of business on all establishments, establishments with payroll, and establishments without payroll for the United States. Also presented are statistics for establishments without payroll on number of establishments and sales by varied retail classifications for each State and, within each State, for MSA's, counties, and places with 2,500 inhabitants or more.

Subject series—55 reports (RC87-S-1, -2, -3 (1 to 52), and -4)

The first report (RC87-S-1) presents data based on size of establishment, size of company or firm, and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented for establishments with payroll by kind of business on the number of establishments, sales, payroll, and employment for the United States.

A report (RC87-S-2) on measures of value produced, capital expenditures, depreciable assets, and operating expenses presents data for retail firms with payroll for the United States by major kinds of business. Data also are provided on sales, purchases, and beginning and ending inventories. Measures of value produced include gross margin, value added, and net income produced at market prices and factor costs. Operating expenses include annual payroll, supplemental labor costs, purchased services, etc.

The merchandise line sales series (RC87-S-3 (1 to 52)) presents data on major categories of merchandise sold by retail kinds of business for each State and the District of Columbia, each MSA, and the United States as a whole. Data for States and most MSA's will be available on computerized media only. Tables present data for establishments with payroll for each kind of business and show, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary statistics also are provided for the 41 broad merchandise line categories, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

A miscellaneous subjects report (RC87-S-4) contains special statistics on eating and drinking places, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and MSA's.

Special report series—1 report (RC87-SP-1)

The Selected Statistics report presents selected aggregate data on retail trade, including statistics not included in the other final reports.

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